DECEMBER 18, 1944 PRICE 15 CENTS

BROADCASTING

Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.
DETROIT

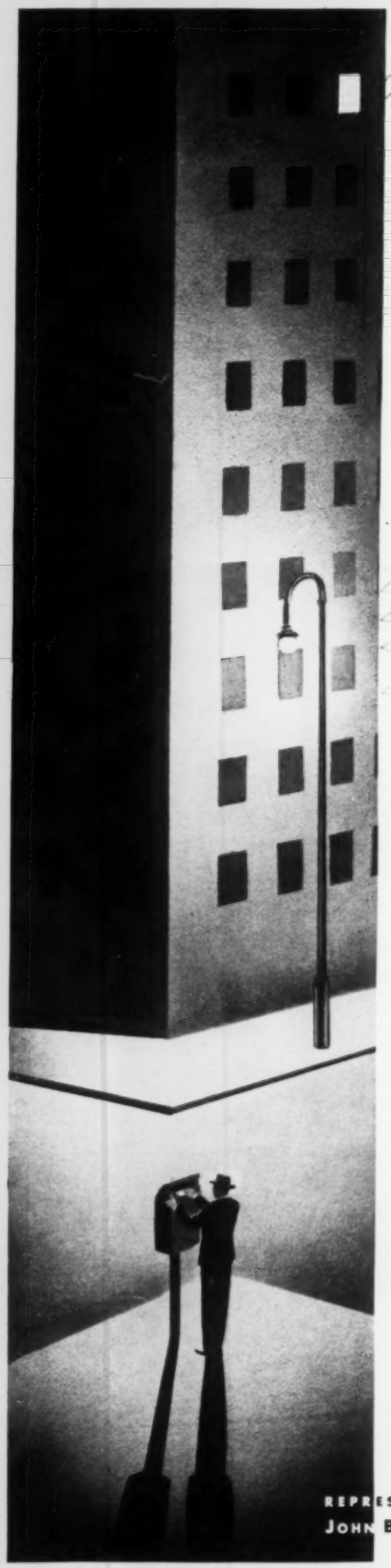
MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION!

WORTH REPEATING!

KLZ
Delivers the
DENVER
MARKET

Represented by THE KATZ AGENCY

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City



Over-Sunday

SENDOFF

DO *you* ever rush out late Saturday night or early Sunday to mail a letter? Perhaps, if it is a life-or-death matter. And to 1,786 WLS listeners, getting a picture of our WLS National Barn Dance cast is *that important*. We didn't tell them to rush. We didn't say their letters had to be "postmarked by midnight". We simply said: "All who write in will receive a picture of the entire WLS National Barn Dance cast of stars."

We made this offer Saturday night, October 28, 1944. *First delivery* to our office *Monday morning* brought *1,786 requests* for the picture. (First week's total was 24,978). That's RESPONSE . . . IMMEDIATE response! Typical of the vast WLS audience, in Chicago itself and throughout four Midwest states. When WLS speaks, these folks listen! They hear! They ACT! . . . If you have a product to sell or a story to tell, let us give it an "Over Sunday Sendoff" any day of the week. And be ready for RESULTS!

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

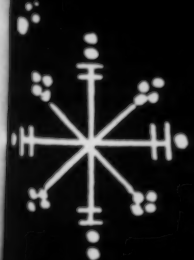
MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

CHRISTMAS IS MANY THINGS . . .

The joy of homecoming . . .
The pungent odor of pine . . .
The magic of unwrapped gifts . . .
The taste of mince . . .
The splendor of a snow-filled night . . .

IT IS ALSO . . .

The indescribable coldness of frozen fox-holes . . .
The discarded ration can . . .
The hurting blankness of exhaustion . . .
The noise of gunfire — the silence of stealth . . .
The killing of an enemy . . .



5000 WATTS **WPEN** 950 ON THE DIAL
PHILADELPHIA, PENNA.

Electronic Television

This is a story of leadership—as clean-cut, unassailable and complete as any industry can show.

It's the story of RCA's development, in all of its basic essentials, of the electronic television system in use today. For RCA engineers contributed ALL of the essential elements of this system—including *tubes and circuits.*

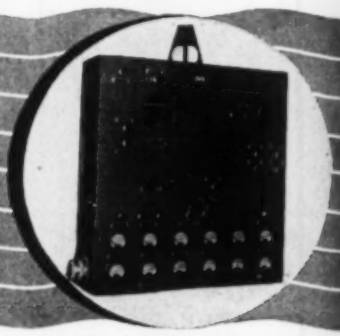
RCA factories built the first transmitters and the first receivers of the type now almost universally used. The Radio Corporation of America through its broadcasting service—the National Broadcasting Company—installed the *first commercial television station*—a station whose operating and programming technique has set a standard of performance in the television broadcasting field.

ELEMENTS OF THE TELEVISION SYSTEM

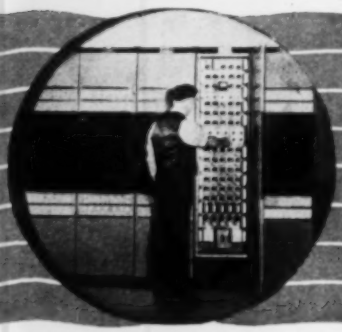
1. *THE ICONOSCOPE*—The "electric eye" of the television camera. Developed by Dr. V. K. Zworykin, RCA scientist, and brought to a high degree of perfection by RCA engineers.

5. *THE FIELD CAMERA* — The RCA field pickup camera shown here is the first camera to use the "orthicon" pickup tube—by far the most satisfactory for "outside" pickups.

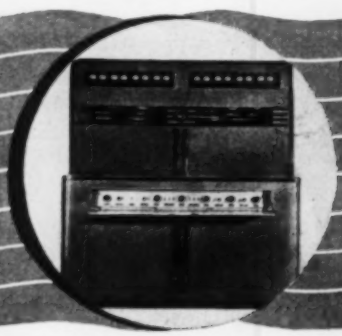
6. *REMOTE PICKUP EQUIPMENT* — RCA engineers built the first television equipment for field pickups—and the first such equipment (shown here) for use with the "orthicon" camera.



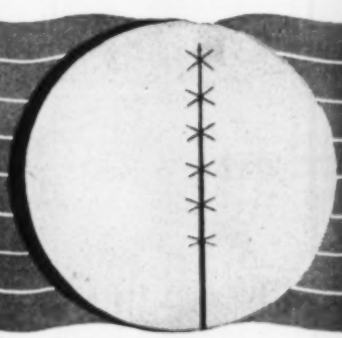
7. *THE RELAY TRANSMITTER* — The first transmitters to be used for television relaying were built by RCA engineers—the one shown here is for relaying from a remote pickup point.



11. *THE SYNCHRONIZING GENERATOR*— Furnishes the signals that key transmitter and receiver together. This type of synchronizing, now almost universally used, was developed by RCA.



12. *THE VIDEO TRANSMITTER* — The first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA.



13. *THE TELEVISION ANTENNA*—RCA engineers have designed a large number of antennas for television. The turnstile antenna, shown here, was developed by Dr. G. H. Brown of RCA Laboratories.

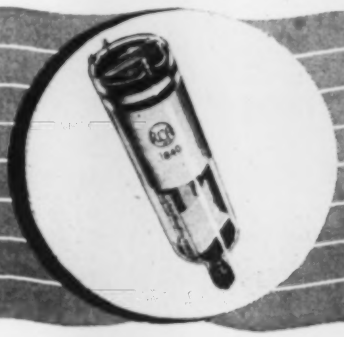
...is an RCA Development

RCA and NBC engineers, working together, established the *first television relay system*, put on the first outdoor program, the first "theatre" television, the first Broadway play, the first baseball game, the first television from an airplane.

Consider, for instance, the elements of the television system as presented on these pages. Note that RCA engineers played a big part in developing *every one of them*. Add to this the fact that these same engineers have been working *100% of their time* on radio, radar and other electronic equipment of the *most advanced types* for the Army and Navy, and you can well understand the basis for RCA television leadership.

You can expect the best of all kinds of television transmitting and receiving equipment from RCA—the leader from start to finish.

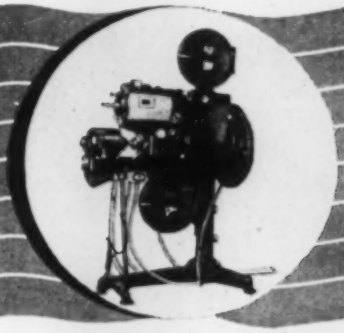
THE KINESCOPE — The reproducing tube used in all present-day receivers. Developed by Dr. V. K. Zworykin of RCA Laboratories as part of his "all-electronic" television system.



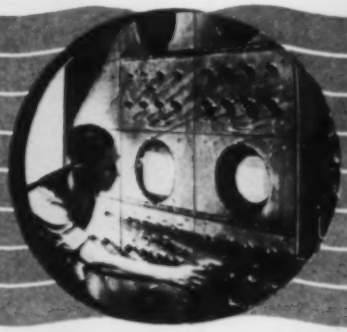
3. THE "ORTHICON" — The high-sensitivity pickup tube, which requires much less light and hence makes outside pick-ups practical. Developed by Dr. Rose and Dr. Iams of RCA Laboratories.

4. THE STUDIO CAMERA — Deluxe-type studio cameras shown here were first designed and built by RCA. Cameras of generally similar design are now used in nearly every television studio.

BEAM ANTENNAS — Beam antennas such as the one shown here, which may be used with the relay transmitter shown at left, are largely based on original RCA research.



9. THE FILM SCANNER — The arrangement which allows standard motion picture films (24 frames) to be televised over a 30-frame, interlaced system was devised by RCA engineers.



10. THE MONITOR EQUIPMENT—The system of monitoring several video channels by means of a picture tube and an oscilloscope for each channel was first used by RCA engineers.

"BIG SCREEN" RECEIVERS — RCA engineers designed and RCA factories built the first home television receivers. Their newest contribution, shown here, is the home receiver with a built-in, large-size screen for comfortable viewing from any point in an average-sized living room. Picture is unretouched.

BUY MORE WAR BONDS

For Everything in Television

RCA RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

WWL Advt.
Oct. 1940

Today—

When You Think of

NEW ORLEANS

. . . You Think of

The Air Capital of the South

. . . AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Blue Additions Presage Net Scramble 13
Hyde Slated for FCC Post 13
TBA Convention Asks United Effort 14
Timebuyer Video Silence Broken 15
NBC, Blue Get NABET Ultimatum 16
BMB Approves Corporate Articles 16
Paramount Plans Video Relay Nets 18
Royal Belittles French Television 26
Supreme Court to Review WOW Case 34
Accounting Is Hub of Radio
—By William D. Wagner 37
Treasury Officials Praise Radio 66
Blue Plea for KECA Denied 70
Four FM, 10 AM Stations Sought of FCC 76
Retrial Asked in KVI Suit 77
FCC Grants Two New Locals 80
Barnes, Haverlin Named MBS V-Ps 81
Far-Reaching Census Aid to Radio 82
NAB Sales Group Orders Spot Probe 83
Small Market Sales Plan Endorsed 83
Morrie Pierce Lauds French Video 86
FCC Adopts Sponsor Identity Rule 88

DEPARTMENTS

Advertisers	62	FCC Actions	84
Agencies	58	Network Accts.	85
At Deadline	10	Our Respects To	48
Behind the Mike	54	Personal Notes	50
Bus. of Bcstg.	44	Purely Programs	42
Control Room	85	Sellers of Sales	10
Editorial	48	Sid Hix	88

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

WASHINGTON: J. Frank Beatty, *Managing Editor;* Bill Bailey, *Associate Editor.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Gilbert Gardner, Sidney Shelley, Norma Pugliese, Jerry Posey.

NEW YORK: Bruce Robertson, *New York Editor;* Helen House, Thor Krogh.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

BUSINESS

MAURY LONG, *Business Manager*

WASHINGTON: Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

WASHINGTON: Elsie Ewers, Dorothy Young.

ADDRESSES

WASHINGTON: Natl. Press Bldg. MEtropltn. 1022
NEW YORK: 250 Park Ave. PLaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

Copyright 1944 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15¢ PER COPY

A GOOD POINT

WSIX, "The Voice of Nashville", goes straight to the people in the Middle Tennessee, Southern Kentucky area who have money to spend for your product. You get direct and adequate coverage for the least expenditure. Top interest local and network programs selected from Blue Network and Mutual Broadcasting Systems prove their listening audience through enthusiastic sales response. Let WSIX point sales for you in this section.

5000 WATTS
980 K. C.
BLUE MUTUAL

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

THE KATZ AGENCY, INC.
National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Announcing

The Opening of

New and Larger Quarters

at

Suite 809-812, International Building

1319 F Street, N.W.

Washington, D. C.

Telephone: DIstrict 1319

This office will engage in the following expanded business activities of the Company:

- ★ **War Contract negotiations with Army and Navy**
- ★ **Washington engineering representation on Standard, FM and Television applications.**
- ★ **Eastern representative of the Company's Pioneer FM Station K O Z Y in Kansas City, Missouri**
- ★ **Conduct the Engineering Research program of its two recently authorized Washington, D. C. Developmental FM Stations, W3XL, (Main Station), and W3XLA, (Satellite Station), 49.9 Megs.**

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

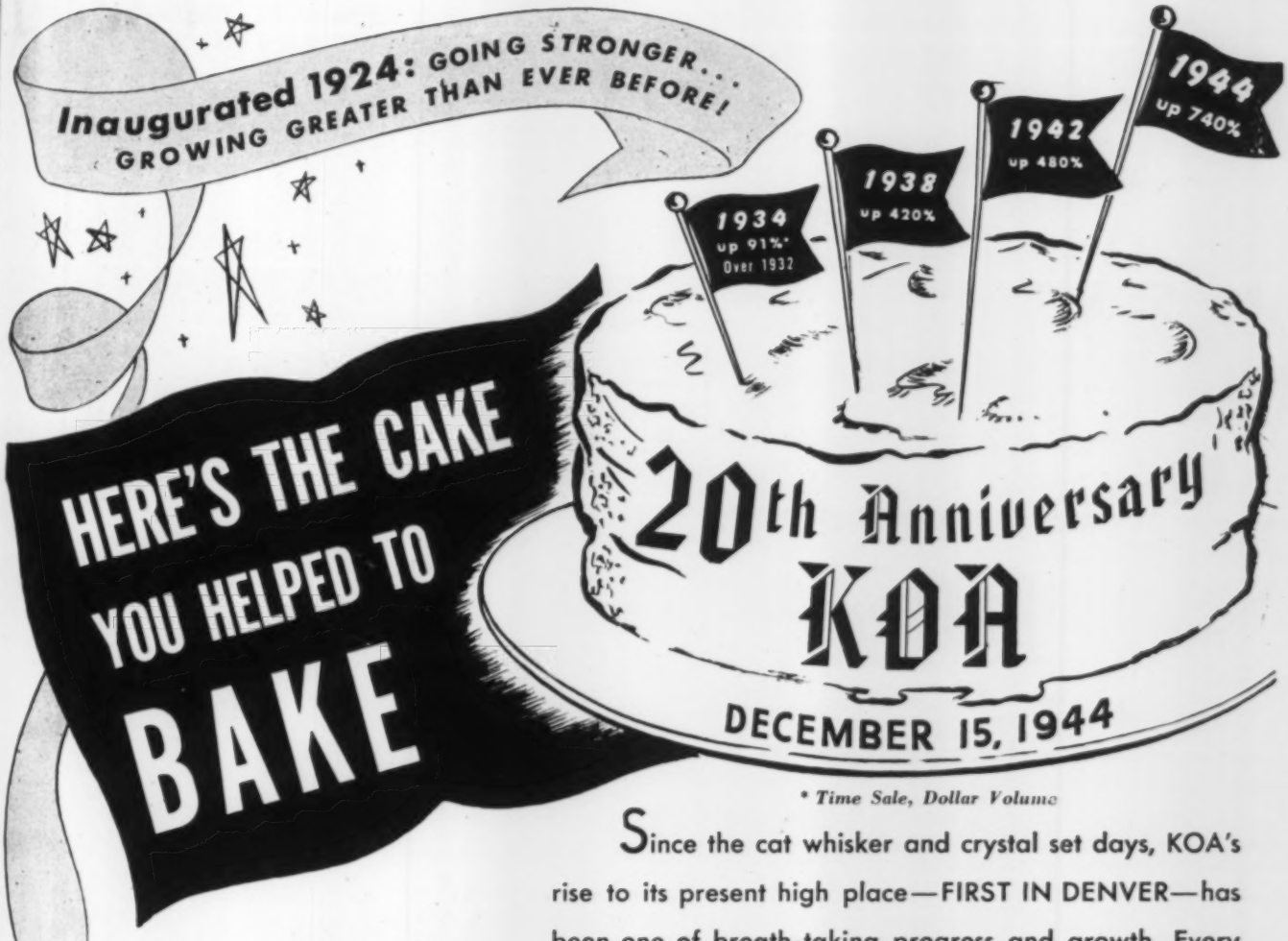
1584 Crossroads of the World
HOLLYWOOD,
CALIF.

WASHINGTON, D. C.
1319 F ST., N. W.

6th Floor, Porter Bldg.
KANSAS CITY
MO.

(Mfg. Plant: 319-321 East Gregory Blvd. Kansas City, Mo.)

★ ★ ★ ★ ★ ★ ★ ★ BUY MORE WAR BONDS ★ ★ ★ ★ ★ ★ ★ ★


Inaugurated 1924: GOING STRONGER... GROWING GREATER THAN EVER BEFORE!
1934 up 91%* Over 1932
1938 up 420%
1942 up 480%
1944 up 740%
HERE'S THE CAKE YOU HELPED TO BAKE
20th Anniversary
KOA
DECEMBER 15, 1944

* *Time Sale, Dollar Volume*

Since the cat whisker and crystal set days, KOA's rise to its present high place—FIRST IN DENVER—has been one of breath-taking progress and growth. Every year, for the past 20, more advertisers and agencies have bought more time, in dollar-volume, on KOA than on any other Denver station. Your long term use of KOA, coupled with its ability to produce has helped this famed NBC station to observe this important milestone.

- You need **KOA** to sell the Denver Market and Mountain and Plains States Region.

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**
Sales Results

*NBC Tale of 412 Cities
**Ross Federal Survey

FEW STATIONS IN THE NATION CAN EQUAL KOA's DOMINANCE

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC

To Our Advertisers and Friends

We Wish A White Christmas and A Very, Very Merry and Happy Holiday Season

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Blue and Mutual Networks

At Deadline . . .

CHICAGO Regional War Labor Board denied AFRA demand for assigned fees for commercials at seven Chicago "B" stations but granted flat 15% increase retroactive to Nov. 1, 1943.

THOMAS H. LYNCH, director of media for Grant Adv., New York, about Jan. 1 joins Donahue & Co., New York, as chief timebuyer, replacing Joseph Lincoln, who resigned to join Lennen & Mitchell, New York, as business manager of the radio department. Edward H. Benedict, formerly in the New York office of Free & Peters, succeeds Mr. Lynch.

GENERAL Cigar Co., New York, Jan. 7 starts White Owl on 249 MBS stations, Sundays 10-10:15 p.m. with Earl Wilson, N. Y. *Post* columnist, interviewing paid guest stars. Jan. 4, General Cigar discontinues Raymond Clapper replacement Henry Gladstone on 67 Mutual stations twice weekly. Agency is J. Walter Thompson Co., New York.

SINCLAIR Refining Co., New York, renewing on Jan. 2 the Monday, Tuesday, Thursday and Saturday 8-8:15 p.m. period on 148 MBS stations for 52 weeks, will replace Arthur Hale's *Confidentially Yours* with Frank Singiser's *Sinclair Headlines*. Agency is Hixson-O'Donnell, N. Y.

RESOLUTION passed by the American Farm Bureau Federation at its convention in Chicago stated, "Clear channel broadcasting, free from interference, is invaluable to rural America as a source of news, information and entertainment. We urge no reduction in the number of clear-channel stations and no limitation of clear-channel broadcasting."

NEW FCC applications at deadline: *St. Louis Star-Times* (operating KXOK) commercial television station channel 2; KTHS Hot Springs, move main studios to Memphis, increase from 1,000 w night, 10,000 w day to 25,000 w night and 50,000 w day on 1090 kc; KXA Seattle, power increase from 1,000 w to 10,000 w and hours from limited to unlimited on 770 kc clear channel of WJZ New York; Mid-State Broadcasting Co., Peoria, 1560 kc with 1,000 w—fifth applicant for that city.

SELLERS of SALES

FROM a potential pedagogue to an active timebuyer in three meditated moves might be a capsule biography of Helen Wilbur, timebuyer of Doherty, Clifford & Shenfield, New York. Helen trained at Brooklyn College and Columbia U. with aspirations of becoming one of the best teachers in the New York City Public School System. Before starting her teaching career, however, she accepted a position with the *New York Times* in the display classified advertising department. Fascinated by the dynamic, ever-moving business of publishing, Helen became convinced that advertising was her metier.

HELEN

After two years with the *Times* Helen joined the media department of Pedlar & Ryan and eventually transferred to radio. At Pedlar & Ryan she bought time for Procter & Gamble, Bristol-Meyers, Lady Esther and others. With five-and-a-half years of extensive media experience at Pedlar & Ryan, Helen, early this fall, became one of the original members of the firm of Doherty, Clifford & Shenfield, formed by Lawrence Shenfield, Donald Clifford and Francis Doherty, former executives of Pedlar & Ryan.

All the timebuying activities of Doherty, Clifford & Shenfield are supervised by this tall, attractive, svelte, titian-haired, capable young executive. This includes such major accounts as Ipana, Mum, Ingram's Shaving Cream, Vitalis — all products of Bristol-Myers, and Reid's Ice Cream, product of the Borden Milk Company. The programs for Bristol-Myers products are NBC: *Mr. District Attorney*; and Blue: *Gracie Fields*; and for Reid's Ice Cream: *H. V. Kaltenborn Edits the News* on WEAF New York.

Helen is single and spends her free time reading best sellers and sketching caricatures of her friends.

IN PENNSYLVANIA THE TRI-PENN MARKET

WGAL LANCASTER

WKBO HARRISBURG

WORK YORK

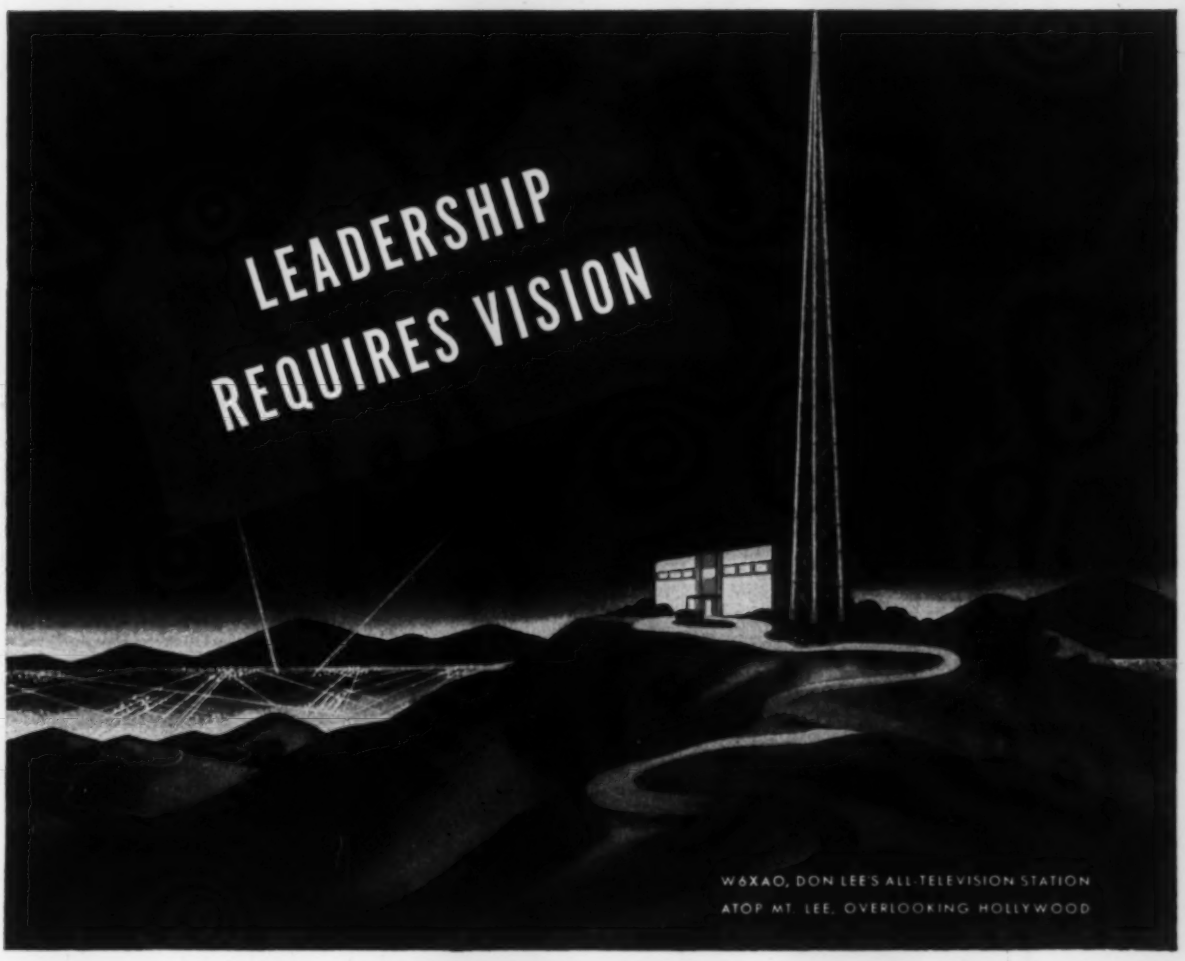
produces sales for you

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

Write main office—8 West King St., Lancaster, Penna., or

Sales Representative RAYMER

NBC MUTUAL



FIRST IN THE WEST WITH

- ★ ALL-TELEVISION STATION
- ★ TELEVISION BROADCASTING
- ★ ALL-TELEVISION BUILDING
- ★ FREQUENCY MODULATION
- ★ ALL-FM BUILDING

FIRST ON THE PACIFIC COAST WITH

- ★ NETWORK RADIO BROADCASTING
- ★ COMPLETE RADIO COVERAGE
  (38 *Stations*)

And now—First in the West actually to buy a television site of the height considered most advantageous for Frequency Modulation and Television Broadcasting. Don Lee's purchase of a site atop Mt. Wilson, home of the famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Frequency Modulation and Television Broadcasting. No finer site in Southern California could be obtained.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
5515 Melrose Ave., Hollywood 38, California
Represented Nationally by JOHN BLAIR & CO.

Mutual
DON LEE

The Nation's Greatest Regional Network

LEADS THE WEST IN ALL THREE TYPES OF BROADCASTING

"Dear F&P: In behalf of Blunk and Blunk, Inc., we wish to express . . ."

● Since it's almost Christmas-time, we're sure you won't mind our getting just a little sentimental. One of the things that makes us feel pretty darned good at Christmas is the knowledge that we've made a lot of swell friends during our twelve-and-a-half years in this business—that we've earned a small place in your confidence and esteem—that so many of you have been so generous in acknowledging whatever good work we've been able to do for you.

So thanks—and thanks—and Merry Christmas!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 · NEW YORK: 444 Madison Ave., Plaza 5-4130 · SAN FRANCISCO: 111 Sutter, Sutter 4353 · HOLLYWOOD: 6331 Hollywood, Hollywood 2151 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 25 WASHINGTON, D. C., DECEMBER 18, 1944 $5.00 A YEAR—15c A COPY

Blue Additions Presage Network Scramble

3 Cowles Stations Among 6 Added June 15

By ROBERT K. RICHARDS

SIX major market stations—among them three of the Cowles' group—have signed as affiliates of the Blue Network effective June 15, 1945, in a move that probably presages other important network shifts.

New Blue affiliates, as announced by Chester J. LaRoche, vice-chairman of the network, are: KRNT Des Moines, 5,000 w on 1350 kc, now affiliated with CBS; WNAX Yankton, 5,000 w on 570 kc, now CBS; WCOP Boston, 500 w on 1150 kc, independent; WPDQ Jacksonville, 5,000 w on 1270 kc, now MBS; WFTL Miami, 10,000 w on 710 kc, now MBS; and WLAW Lawrence, Mass., 5,000 w on 680 kc, now CBS.

Quick Action

Contracts were signed Dec. 15, first date permitting such negotiations under the network rules put into effect by the FCC June 15, 1943. Those rules limit network contracts to two years and limit advance options to six months.

That other station shifts are in the offing, aside from those necessitated by the new Blue tie-ups, is a foregone certainty. Conversations looking toward station changes were begun weeks ago, in anticipation of expirations. A number of top-flight stations are being courted by the Blue, but certain Blue affiliates also are said to be casting about.

CBS last week announced five new affiliates, bringing its total to 152. Herbert V. Akerberg, vice-president in charge of station relations, announced KOTA Rapid City, S. D., KGKY Scottsbluff, Neb., and KTYW Yakima, Wash., will join the network Jan. 1. WJEF Grand Rapids, Mich., owned by John E. Fetzer, operator of WKZO Kalamazoo, and Assistant Director of Censorship, becomes a CBS affiliate Jan. 15, and KERN Bakersfield, Cal., joins the network May 15.

NBC last week announced one additional affiliate—WMAM Marinette, Wis.—which joins the network as a supplementary station after Jan. 1. The station operates with 250 w daytime and 1,000 w nighttime on 570 kc.

Blue last week announced reduction of 2½% in the complete network discount schedule, as projected on rate card No. 32 dated Jan. 1, 1945. Mark Woods, Blue president, explained that three years ago when the Blue struck out on its own, it offered a price inducement to advertisers sacrificing "a substantial portion of what might be called normal operating income" and that now "it is essential that we get on a basis which is more nearly adequate and more in line with general network practices."

Blue also announced appointment of Humboldt Greig, of its sales staff, to the new post of director of business development. Mr. Greig, founder of Greig, Blair & Spight, which became John Blair & Co., has been with Blue two years and has handled such accounts as Procter & Gamble, Kellogg and General Foods. Before that he was eastern representative of the McClatchy stations.

Cincinnati affiliation changes likewise are scheduled. WKRC leaves Mutual June 15 to rejoin CBS. WSAI, recently sold by Crosley Corp. to Marshall Field, has renewed its affiliation with the Blue. Mutual will go either to WCKY, 50,000-watter which relinquishes CBS, or WCPO, Scripps-Howard owned 250-watter. Conversations are reported in progress.

Blue Now Has 193

With the addition of these new outlets, Blue affiliates now total 193. Commenting on the move, Mr. LaRoche, who signed the contracts for the network, said: "We are naturally gratified that the owners and operators of these six key stations have decided to affiliate themselves with the Blue Network. These new stations will enable us to bring Blue programs to thousands of additional radio homes and through their affiliation will give to the Blue the benefit of the advice and cooperation of some of the outstanding and most forward-thinking business and radio executives."

Three of the stations—WNAX KRNT and WCOP—are owned and operated by the Cowles Broadcasting Co., also licensees of WHOM Jersey City and WOL Washington. Gardner (Mike) Cowles, president of the company, who signed contracts affiliating his three outlets with the Blue, ascribed the move to his admiration for the Blue method of doing business.

"We think the Blue has a great future," he said "and we are delighted to bring to the listeners of three of our stations the high quality Blue program service."

KSCJ, formerly a CBS affiliate in Sioux City and currently a Blue outlet, probably will return to CBS,

(*Continued on page 79*)

Rosel Hyde Slated to Take FCC Post

Quick Action Necessary To Confirm Porter This Session

AFTER THE Senate confirms the nomination of Paul A. Porter as the successor to James Lawrence Fly as chairman of the FCC, President Roosevelt is expected to name to the Commission Rosel H. Hyde, veteran assistant general counsel in charge of broadcasting, to succeed Comdr. T. A. M. Craven.

That was the authoritative word in Washington last week. Confirmation of Mr. Porter, popular New Deal official, former radio attorney and latterly the publicity director of the Democratic National Committee in the successful Fourth Term campaign, may not come this week — before *sine die* adjournment of this session. Mr. Hyde's nomination—assuming there is no switch in White House sentiment —would probably come after the first of the year, and after Mr. Porter takes over the FCC helm. Mr. Hyde is an Idaho Republican, and was considered for the vacancy filled last February when E. K. Jett, an independent, was elevated to a commissionership from chief engineer.

Mr. Porter returned to Washington last Tuesday after a fortnight rest in Florida following the gruelling political campaign. He conferred privately last Friday with Senator Wheeler (D-Mont.) Chairman of the Interstate Commerce Committee, and last word was that a public hearing on his nomination might be held this week—Thursday or Friday. It will be a race against time to get Senate confirmation prior to adjournment, expected late in the week, but there appeared to be no concerted opposition and his Senatorial sponsors felt it could be accomplished.

MR. HYDE

Should Congress adjourn before confirmation, the President would be required to submit his nomination anew to the next session of Congress which convenes Jan. 3. Then the Senate Committee would consider his nomination again. This might conceivably delay assumption by Mr. Porter of his FCC post until mid-January.

The Hyde nomination appeared to crystallize last week following lengthy consideration. The Craven post has been vacant since July 1. Conceivably either a Republican or Democrat could be named to it since the law simply provides that there shall not be more than four of the seven members of the FCC

(*Continued on page 77*)

TBA Calls for United Television Effort

Out of Laboratory, Convention Agrees

By BRUCE ROBERTSON

IN A PARLEY which attracted a large number of equipment manufacturers and representatives of the motion picture industry, as well as broadcasters and advertisers, Television Broadcasters Assn. Inc. conducted its first annual convention in New York last week, calling for united effort to give the new art form to the public.

The convention was a sell-out, with a capacity registration of 750 and, by best estimates, over 1,000 attending major sessions. Of the registrants, about 20% were broadcasters, but the vast majority of this group included delegates from equipment-manufacturing concerns which also operate radio stations.

Out of Laboratory

Relatively few standard broadcasting station delegates were present. At least 10% of the registrants were from the motion picture industry, and another 10% from allied industries. Approximately 25% registered as representing directly manufacturers of equipment. Remainder was made up of advertising agency representatives and miscellaneous delegates.

Dominant theme of the convention, as expressed by most who spoke on general advances in the art, was the belief that the meeting marked a transition, with television passing now from the laboratories into the hands of business.

John F. Royal, vice-president of NBC in charge of television, asked members of the TBA to join in adopting a code which would set standards of performance to be observed by all telecasters.

ALLEN B. DuMONT, president of TBA and of DuMont Research Labs., at the speakers table as J. R. Poppele, chief engineer of WOR New York and chairman of the convention, opened the first annual banquet proceedings at New York's Commodore Hotel last Monday. Mr. Poppele was elected TBA president for 1945, succeeding Mr. DuMont.

"We must control this phase of the business from within, thus prevent attacks from without," he said. Mr. Royal also suggested that TBA at some future date make a "suitable expression of policy on public service programs, including education and religion." Although Mr. Royal advocated network television broadcasting, he said such an undertaking need not imply that there would not be successfully operated non-network video stations. He pointed out that the control of program balance was lost by sound radio in its early days, and never regained, and that television-minded broadcasters should plan now to avoid such a pitfall. Mr. Royal appeared before the opening general session Monday.

Only cautious note sounded against the rosy picture of progress painted in bold strokes by a majority of the most distinguished speakers came from a broadcaster —Lewis Allen Weiss, vice-president of the Don Lee Network, of MBS and of the TBA. Speaking before the first luncheon assemblage of 1,000 Monday, Mr. Weiss warned that television receivers would be expensive in the early days of distribution—$300 to $350 each, estimated—and that they would have to compete for the American dollar with refrigerators, stoves and other essential household appliances which have been denied Americans during wartime.

Industry United

"Television is not colossal," Mr. Weiss said in part. "Television is here to stay and the public is ready to receive it when the producers deliver it . . . my own concept is that (at this time) no city can support one television station unless it has a population of at least 500,000 people. I further believe that not more than 10% of the people in the foreseeable future are going to be eligible to receive television receivers."

Mr. Weiss' comments had been preceded with a welcoming address to the convention by Allen B. DuMont, president of TBA and head of the Passaic, N. J., laboratories bearing his name. He was introduced by J. R. Poppele, secretary of TBA, chairman of the conference and chief engineer of WOR New York. Dr. DuMont expressed the hope that the war would be over in a year and the conviction that, if such were true, television would enter an era of expansion.

Keynoting the convention, E. W. Engstrom, research director of RCA Labs., stated his emphatic belief that television was ready for the public. He scoffed at those who would wait until further developments could be realized before expanding the field.

"Now, as at earlier times," he commented, "there are those who raise their voices in opposition, but today the industry in regard to television is as nearly united in its recommendations as it is practical to expect."

Similar opinions were expressed by Dr. W. R. G. Baker, vice-president of GE and chairman of the RTPB, who spoke also before the first session of the convention. Mr. Baker stressed the need for expanding television that it might progress through experimentation, and that the new industry might supply jobs for returning veterans. He pointed out that 21 advertising agencies recently had added television directors as an index to business thinking.

For additional news and photos of TBA convention see pages 18, 20, 22, 24, 26, 28.

"Television will not take the country by storm the day the war is over," Dr. Baker said. He did predict, however, that at least 100 television stations would be in operation in this country five years after the war is concluded.

Broad band systems for chain relay of television programs and multiplex telephone transmission, combining both the coaxial cable principle and radio relay, will be a reality in a few years, TBA delegates were told by Harold S. Osborne, chief engineer, AT&T.

Mr. Osborne pointed out that telephone circuits now used for intra-city transmission of television programs from remote locations to transmitters will be employed in the future, but that much work has to be done to provide additional facilities.

Mr. Osborne said that within five years after programs now developing in Bell Labs. would be launched, a basic coaxial cable loop will stretch along the Eastern seaboard, and west to California, and from the East Coast through Chicago to the northwest.

Many Predictions

Prediction that the manager who undertakes to operate a television outlet on a shoestring would find himself without an audience was made to the first general session by Thomas H. Hutchinson, director of production, RKO Television.

Mr. Hutchinson amended this prediction by stating, however, that it will be possible to program a station simply and economically by the use of programs on film. He emphasized that the time unit in television probably will differ markedly from the current basic 15 minute unit. During his experience, he related, programs of one-hour duration were much more popular than shorter productions.

No basic commercial rate cards have been worked out for video, Mr. Hutchinson observed. He said that the methods to be employed in presenting commercials could not, in his opinion, be patterned after present day procedures in standard broadcasting, and that entire new exploration into this problem would be required before television could be commercially effective.

Robert L. Gibson, assistant to the vice-president in charge of publicity and advertising of GE, discussed his company's experience in presenting over 900 different television programs during the last

JUST TWO WEEKS ago a star was pinned on the shoulder of Brig. Gen. David Sarnoff. Here he gets a medal—top award from the TBA for his "initial vision of television as a social force". The award is made by Paul Raibourn, television chief, Paramount Pictures.

At the speaker's table during the TBA banquet: Edgar Kobak, president of MBS, and Dr. W. R. G. Baker, vice-president of General Electric. Dr. Baker was awarded a citation on behalf of TBA.

International interest in television was evidenced at the convention as Gregory Irsky, chief engineer of the motion picture industry of the USSR and now with the Soviet Purchasing Commission in this country and T. Y. Lo of the Chinese Supply Commission looked in on proceedings.

Also participating as discussion leaders in the Broadcasters' Panel were Managers Robert L. Gibson, WRGB Schenectady, and Klaus Landsberg, W2XYZ, Los Angeles.

e years. Employing lantern slides illustrate his lecture, Mr. Gibn described the various types of rograms which appealed espeally to video audiences, accordg to GE surveys.

The first three types of proams in popularity, are sports, izzes and games—all of them, noted, having an element of ontaneity. The audience, he said, es a show where "anything can ppen", where the climax is not re-determined, as in a play.

Panel Groups Meet

Seven panel meetings were held ultaneously Monday afternoon, llowed by a summary session at hich the panel chairmen gave reorts. Dorman D. Israel, executive ce-president in charge of engineering, Emerson Radio & Phonoraph Corp., was general chairan.

Panel 1, broadcasters, chairaned by Sam Cuff, manager of ABD New York, who posed some roblems confronting television roadcasters such as union jurisiction, building and storage of ops and other administrative atters heard reports from the anagers of other television staons: Comdr. William C. Eddy, SN, on leave from WBKB Chiago, told of the use of gadgets to tain effects in limited studio ace. John T. Williams, WNBT ew York, discussed difficulties in taining suitable film programs, w or old, from major movie proucers who refuse to release their ares to television. Paul Knight, PTZ Philadelphia, related the roblems of remote pickups from ots where a station must genrate its own power and news reaks occuring when there is no udience.

Cinema Adaptation

Klaus Landsberg, W6XYZ Hollyood, described adaptation of moon picture sets to television and e use of projected mobile and tionery backgrounds. He also iscussed the shortcomings of movie ctors, accustomed to frequent akeups, to retakes if a scene goes adly, to pauses to re-learn forotten lines and to other privileges ot possible in a continuous video erformance.

Manufacturers' panel was conucted by C. A. Priest, GE. David . Smith, Philco, outlined the deberations of RTPB Panel 6 on elevision, of which he was chairan. Merrill A. Trainer, RCA, reiewed camera and picture tube deelopments which will provide betr pictures with less light.

Walter S. Lemmon, International usiness Machines, described a wo-directional video radio relay ystem which IBM and GE will nstall between Washington and ew York and New York and Schetectady, designed to carry not only he audio and video signals, but lso a "pay load" of several FM hannels, several facsimile chan-

(*Continued on page 20*)

THEY LED PANEL discussions among advertising agencies during the TBA parley. First row (l to r): Ted Long, BBD&O; Harry Trenner, William Weintraub & Co. (presiding); Beth Black, Joseph Katz Co.; Don McClure, N. W. Ayer. Second row, William Forbes, Young & Rubicam; Frank Silvernail, BBDO; Ted Fisher, Ruthrauff & Ryan; Herb Leder, Benton & Bowles; Leo Gannon, William Weintraub & Co. Jack Wyatt, Buchanan & Co.

FILM, possible medium to mass television in the future, is examined by these agency leaders (l to r): Frank Silvernail and Ted Long of BBDO; Herb Leder, Benton & Bowles; Harry Trenner, William Weintraub & Co.; Don McClure, N. W. Ayer.

LEADING DISCUSSION in the TBA Broadcasters' Panel were these video station managers (l to r): Samuel Cuff, WABD New York; Paul Knight, WPTZ Philadelphia; John T. Williams, WNBT New York; Comdr. William C. Eddy, attached to the Great Lakes Naval Training station, on leave from WBKB Chicago.

SOME PROMINENT in standard broadcasting convened with video enthusiasts at the TBA parley. Here are (l to r): C. H. Cottington, Erwin, Wasey & Co.; Ralph Weil, manager, WOV New York; C. M. Jansky of Jansky & Bailey, Washington; Arthur Simon, manager, WPEN Philadelphia; Gordon Mills of Arthur Kudner, New York.

Timebuyer Video Silence Is Broken

Silvernail of BBDO Poses Questions at TBA Meeting

Producers, copywriters, account executives and other advertising agency men have said their say about television on many occasions. But the timebuyer, who will certainly be as important in the television picture as he is in radio, had remained silent until the TBA conference last week when Frank Silvernail of BBDO tossed a few pointed and pertinent questions out for discussion. Among the questions posed were:

IN SPOT will we need as much frequency as we do today? Will shorter periods once a week or a half-hour or hour show once a month do as good a job at as reasonable a cost as present radio?

If prior to networks, stations depend on film, road companies and local stock companies for video programs, how will these affect timebuying? Assuming high program costs, what about second or third runs? A spot program to spread out the initial cost? And should they be re-run on the same station or will second and third run stations appear in principal cities as today we have second and third run movie houses?

How closely will video coverage coincide with marketing areas? And how many stations will it take to cover what percentage of television homes without passing the economic cost-per-thousand fence? Will a station be heard clearly wherever its pictures are seen? Will storms or nearby FM stations blank out one signal without affecting the other? What will affidavits of performance look like, and what will constitute a satisfactory broadcast?

Perhaps handling network commercials for television will be no different from handling present network shows. But how will individual stations record for delayed broadcasts, and how much of a picnic will it be to work out regional commercial cut-ins, and what will happen to the first program producer who sets up a program with a lot of trick remote pick-ups, without first checking the timebuyer on the feasibility of setting up lines and facilities for television?

WE Video Plans

WESTERN ELECTRIC Co. will manufacture transmitting equipment for television as well as for AM and FM broadcasting in the postwar era, according to an announcement made last week by F. R. Lack, vice-president in charge of the radio division. Indicating that an active program of video development will be undertaken as soon as conditions permit, Mr. Lack said that the transmitting equipment will be distributed through Graybar Electric Co.

NBC, Blue Given Ultimatum by NABET

Contract Renewal Demanded by Technicians

By JACK LEVY

AN ULTIMATUM was served last Friday on NBC and Blue networks by the National Assn. of Broadcast Engineers & Technicians (NABET) that unless contracts are signed immediately granting the technicians jurisdiction over turntable operations NABET will strike at both networks.

Upon resumption of contract negotiations Friday morning in New York with the two nets, Allen T. Powley, NABET president, served notice that unless the companies bargain "in good faith" the technicians would walk out of the network studios and their owned and operated stations in 72 hours. NABET stated that, with the cooperation of the networks, the contracts could be negotiated in two or three days.

Affected by the NABET edict are NBC-owned stations WEAF New York, WRC Washington, WMAQ Chicago, WTAM Cleveland, KPO San Francisco, and KOA Denver; Blue-owned stations WJZ New York, WENR Chicago, and KGO San Francisco; Hollywood studios of NBC and Blue; also 143 NBC and 189 Blue non-owned affiliates.

Nets May Appeal

It was expected that the networks would meet NABET's terms or take the case to the War Labor Board in order to prevent the strike. WLB took jurisdiction in the case last May when NABET threatened a strike to prevent the musicians from taking over the turntables. The Board at that time ordered the jurisdictional dispute in status quo pending determination of jurisdiction by the National Labor Relations Board.

It appeared likely, as BROADCASTING went to press late Friday, that any suspension of negotiations which might occur over the week-end would result in WLB calling the parties to a hearing. Negotiations continued all day Friday and were to be resumed Saturday.

Earlier, Mark Woods, Blue president, issued a statement to the network affiliates in which he explained that Mr. Petrillo has warned the Blue that if it does not keep a previous agreement awarding platter-turning functions to AFM "he will order a series of wildcat strikes, by withdrawing musicians from our programs at sporadic intervals" (see statement on page 78).

Declaring the Blue is caught "in the middle of a jurisdictional fight" between the AFM and NABET, Mr. Woods said the network is "helpless" in the situation as it cannot bring the issue to the courts. "We are faced with interference or stoppage of broadcasting by one union or the other," Mr. Woods asserted, "and until the courts decide the case, we will continue to be faced with this threat."

Immediately prior to resumption of negotiations Friday morning Mr. Powley told BROADCASTING he took issue with Mr. Woods' statement that the network is "in the middle" of a union dispute. "This dispute which he refers to," Mr. Powley said, "was settled Nov. 26 by the NLRB. NABET is asking the networks to abide by this decision and continue negotiations in good faith."

'Will Not Surrender'

In an earlier statement, Mr. Powley declared NABET will not surrender in the dispute. "If the musicians pull wildcat strikes," he said, "the companies should bring this to the attention of the WLB and not be asking NABET to capitulate" (see statement on page 78).

Capitulation by NABET, Mr. Powley continued, would penalize every radio station in the country, particularly some small independent stations which rely largely on records for their programming. "Faced with the prospect of paying $90 a week for a 25-hour week, the small stations would be forced out of business," he asserted.

Strong resistance to the Petrillo threat against the networks was evidenced in replies received by J. Harold Ryan, NAB president, to telegrams sent to members of the Labor Executive Committee soliciting their views on the controversy. The suggestion was advanced that the networks call together their advisory committees of representatives of affiliate stations which were formed several years ago precisely to deal with such a situation as now confronts the networks.

Calvin J. Smith, manager of KFAC Los Angeles and a member of the NAB committee, in response to Mr. Ryan's message sent the following telegram to all station managers: "Believe Petrillo platter-turning issue most vital since ASCAP. Believe same fumbling will result unless immediate stand taken by entire industry. Please wire Harold Ryan immediately expressing willingness to fight issue through and urging NAB and networks take stand upholding NLRB. Station wires can decide this issue."

Mr. Smith's telegram to the stations was sent as a night letter on Thursday. By Friday afternoon the NAB had already received wires from 87 stations, all urging opposition by the industry to Mr. Petrillo's threats.

Meanwhile, the Vandenburg Bill (S-1957) to prohibit the AFM from interfering with the broadcasting of noncommercial cultural programs by educational institutions passed the Senate Thursday by voice vote. Sen. Vandenburg (R-

(*Continued on page 78*)

BMB Board at First Meeting Approves Corporate Articles

WITH ADOPTION of articles of incorporation and bylaws, the Broadcast Measurement Bureau officially got under way Friday at the first board meeting at headquarters of the American Assn. of Advertising Agencies in New York. Attorneys were instructed to file the necessary papers for incorporation either in New York or Delaware, depending on their judgment.

Although several names were discussed in connection with executive personnel, no decision was reached. The Board plans to meet again shortly in an effort to complete organization arrangements by Jan. 1.

ANA Members Named

Heads of the NAB, AAAA and Assn. of National Advertisers will be incorporators of BMB, with five members from each organization serving on the board. ANA board members, announced Friday, are: Donald B. Stettler, advertising director, Standard Brands; Joseph M. Allen, asistant vice-president and advertising manager, Bristol-Myers Co.; A. N. Halverstadt, director of media, Procter & Gamble; Robert F. Elder, director of market research, Lever Bros. Co.; J. A. Miller, advertising director and sales promotion manager, Standard Oil Co. of New Jersey.

Legal counsel for the BMB is composed of John Morgan Davis, NAB; George Link, AAAA, and Isaac W. Diggs, ANA.

Representing the NAB are: President J. Harold Ryan, Dr. Frank Stanton, CBS New York; Frank M. Russell, NBC Washington; Roger W. Clipp, WFIL Philadelphia; Mr. Feltis. AAA board members are: President Frederic Gamble, Leonard T. Bush, Compton Adv.; Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson Co.; D. E. Robinson, Pedlar & Ryan.

Attending Friday's session in addition to the BMB board and counsel were Harold Beck Jordan, AAAA staff member; Paul West, ANA president, and Paul F. Peter, NAB research director.

Sgt. Spadea Discharged

SGT. JOSEPH R. SPADEA, former Detroit manager of Edward Petry & Co. and afterward with Joseph H. McGillvra, station representatives, has received his discharge from the Army Air Forces after nearly two years of service. Sgt. Spadea has been in radio work at Patterson Field, Dayton, after having enlisted. He plans to return to radio but has not announced his connection.

WQXR Recalls Its Spot Restrictions; WABC Long Has Limited Chain Breaks

EDITOR BROADCASTING:

WJZ has been getting a lot of deserved credit—your recent editorial being a good example—for having banned station-break announcements between the hours of 8 and 10 p.m.

But when WJZ is singled out as a pioneer for abandoning commercial station-break announcements for only two hours each day, I want to call your attention to the long-established practice regarding station-break announcements at WABC.

The fact is that WABC has never, with the exception of limited time-signal service announcements, sold station-breaks at any hour of the day or night. Currently, these time signals which are sold to Bulova count for 12.7% of our total station-breaks. In view of this history, I think the record should be clear on the question of leadership in this area of station operation.

ARTHUR HULL HAYES
General Manager
WABC New York

EDITOR BROADCASTING:

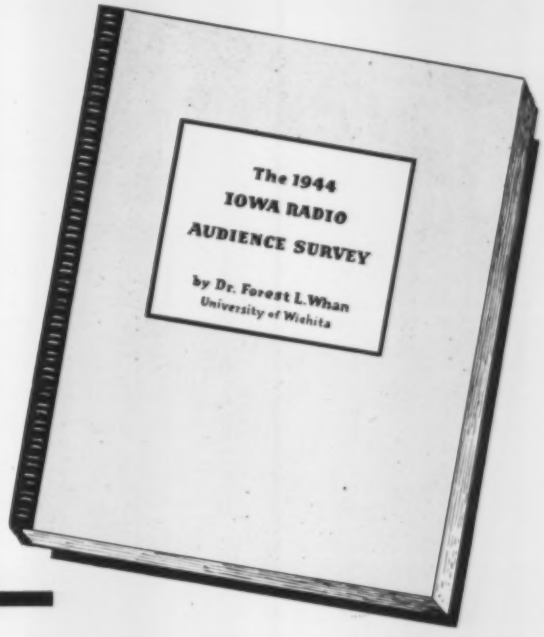
I liked your editorial, "Trail Setters", in this week's BROADCASTING. But haven't you forgotten something? What about the fellow who puts the notches on the trees ahead of the "Trail Setters"?

Memories are so short that we want to point out that WQXR really started to improve the spot announcement situation when in March of this year we banned all singing commercials from the station. And at the same time we said that we would accept other transcriptions only if they were in keeping with the station's policy.

At that time there were some people who said that we could never enforce such a policy. Well, we have, and we are constantly striving to make our advertisers' messages more acceptable (and therefore more productive) to our listeners.

ELLIOTT M. SANGER
Executive Vice-President
WQXR New York

Is your type of program popular with your type of consumer in Iowa?



This Book TELLS You— Plus a LOT MORE!

e've said — and now repeat — that many an ency would willingly pay thousands of dollars r the exclusive use of the 1944 Iowa Radio udience Survey.

hy? Because, if for nothing else, this Survey lls you what kinds of programs your best *pros-ects* prefer—gives *the relative popularity of all pes of programs in Iowa*—gives the comparative gures for men and women, by age groups, by lace of residence (urban, village, farm), and en by educational status!

DOZENS OF VITAL FACTS

he study on popularity of program material is nly a *fraction* of the new, up-to-date, authentic information contained in the 1944 Survey. It also gives charts and maps showing the relative popularity and intensity of coverage of every *station* in Iowa . . . maps showing counties in which each Iowa station is "heard regularly" and "listened-to-most" . . . breakdowns showing the *hours* at which men and women listen most to radio, in cities, villages and on farms. . . . And much, much more!

Conducted by Dr. Forest L. Whan of the University of Wichita, this Survey is worthy of *every* radio merchandiser's intensive study. Get your order in NOW. Your copy is FREE. No obligation, of course.

GET YOUR FREE COPY!

Station WHO
Des Moines 7, Iowa
Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City .....

State .....

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Paramount Plans Relay Nets For Nationwide Video Service

TWO NATIONWIDE experimental television relay networks are proposed in applications filed last week with the FCC by Television Productions Inc., subsidiary of Paramount Pictures. Although the applications state that operations proposed would permit television stations throughout the country to offer far better and more interesting service to the public, they also presage a network of large-screen theatre television stations.

Applicant corporation, of which Paul Raibourn, economist and director of Paramount's television interests, is president, proposes ultimately to establish and maintain transmitter stations to be operated on present video channels as portable mobile units, forming two television radio-linked networks connecting two groups of cities from New York to Los Angeles and from Chicago to New Orleans.

Experiments Planned

In the first group are New York, Buffalo, Chicago, Des Moines, Kansas City, Albuquerque, Los Angeles. The second group embraces Los Angeles, El Paso, Fort Worth, Dallas, Houston, New Orleans, Birmingham, Atlanta, Charlotte, Richmond, Washington, Philadelphia, New York.

Mr. Raibourn, also treasurer and director of the Allen B. DuMont Labs., in which Paramount owns substantial interest, testifying last October during the FCC allocation hearings [BROADCASTING, Oct. 30], said that one of the economic problems facing television was that of linking stations by network. He urged experiments with relay stations in the lower portion of the spectrum.

Eight Applications

Research and experimental work with the proposed relays will be conducted under Mr. Raibourn's supervision, assisted by Klaus Landsburg and George Shupert. Equipment will be provided by the DuMont Labs. Programs carried will not be for direct reception by the public, the applications specified.

Expressing belief that such features as important news events can be brought to motion picture theatre audiences at the time they occur through a television network, the applicant indicated that experiments may be carried on in that direction.

To permit a thorough investigation of costs involved, as well as the feasibility of a relay service, Television Productions plans to begin operation immediately upon grant by the Commission, between the following points: New York-Peru Mountain, Vt.; Peru Mountain-Buffalo; Buffalo-Detroit; Chicago-Detroit; Chicago-Des Moines; Los Angeles-El Paso. Two relay stations are planned for each point to conduct two-way transmission.

Applications were filed for the following facilities:

Peru Mountain, 230-242 mc, channels 13-14; 258-270 mc, channels 15-16.
New York, 230-242 mc, channels 13-14; 258-270 mc, channels 15-16.
Buffalo, 230-242 mc, channels 13-14; 258-270 mc, channels 15-16.
Detroit, 230-242 mc, channels 13-14; 258-270 mc, channels 15-16.
El Paso, 180-192 mc, channels 9-10; 204-216 mc, channels 11-12.
Des Moines, 180-192 mc, channels 9-10; 204-216 mc, channels 11-12.
Chicago, 180-192 mc, channels 9-10; 204-216 mc, channels 11-12.
Los Angeles, 180-192 mc, channels 9-10.

Each unit will consist of a visual and an aural transmitter to be operated with a maximum power of 100 w, A5 and special emission (FM for aural), unlimited time.

Television Productions already operates W6XYZ and W6XIA Los Angeles.

Clarence Cosby Named Chief Ayer Timebuyer

CLARENCE COSBY, formerly general manager of WINS New York, who last week joined N. W. Ayer & Son, New York, has been named chief timebuyer, according to an announcement by H. L. McClinton, vice-president in charge of radio. Mr. Cosby will work directly under Robert Collins, radio department manager, and Tom McDermott, business head of the radio department. Mr. McDermott, who bore the title of chief timebuyer at one time, had been directing timebuying in addition to his other tasks.

Mr. Cosby

Mr. Cosby entered radio in 1939 as general manager of KWK St. Louis, a post he retained until 1939, when he became commercial manager of KXOK, in the same city. He remained at KXOK until joining WINS in December, 1943. He left the New York station in October of this year. Prior to entering radio, Mr. Cosby had been in charge of advertising and art production for Baldwin Piano Co.

Canadian Union

MONTREAL stations are to meet with representatives of the newly-organized CIO Radio Stations Employes' Union Dec. 19 but no definite commitments or demands have been made, it is understood, although the union supposedly plans negotiations with all stations in Quebec province. Contracts with Canadian Broadcasting Corp. stations are not likely since they are government operated and cannot make union contracts. All CBC employes are paid standardized rates applicable in all parts of Canada. This is the first time that all employes of Canadian stations are being unionized or that stations are being asked to sign contracts covering all employes, technical and non-technical. Union plans to expand into Ontario are uncertain.

TELEQUOTES AT TBA

BRIG. GEN. DAVID SARNOFF
On Leave as President of RCA

"With all the genius that has been exhibited before you tonight, I st believe that the sum total of their imaginations will, five years or T years, or 20 years from tonight, be regarded as having fallen far sho of the realities. . . . I am thrilled to find on an occasion such as this suc perfect unanimity, such harmony within the industry that I have n known for 25 or 35 years. . . . I have not heard anybody here argue abo frequencies or colors or dimensions or lines, and I submit that this is good place and this is good time to bury those arguments. . . . We all kno that television is not a finished art; we hope it will never be finished, f when an art is finished, the industry is finished too. . . . Let us not lo sight of the fact that however great is the discovery that electromagnet waves can travel through space with the speed of light, 186,000 miles second, let us not forget that the same speed is given to a lie over th radio wave as is given to the truth."

LEWIS ALLEN WEISS
Vice-President, Don Lee Broadcasting Corp.; Vice-President, MBS; Vice-President, TBA

"If the FCC accepted the recommendations of CBS, we may wake u some morning and find that the FCC has reversed everything we kno about television. . . . Another factor that must be considered is that w are hoping there will be a change in the trend of the last 12 years substitute government edicts for the experienced judgment of busines . . . Any time a research expert decides that '6 out of 10 homes will ha television sets', my honest soul must reject the statement."

DR. W. R. G. BAKER
Vice-President, General Electric Co.; Chairman, RTPB

"The mass audience for non-visual radio entertainment is not too crit cal. The fixing of attention upon a television screen demands an extr amount of concentration which keeps the audience conscious of what going on and, therefore, makes them much more critical of the qualit of the program being presented. . . . Only last year, radio broadcaste had more listeners than ever before and the newspapers who were fea ful of radio had more circulations . . . commercial television will develo gradually with the coming of the peace. . . .We believe that televisio program service can be brought to these smaller cities by the use 'satellite' television stations. . . . Certainly the entrepreneur is taking more risk in obtaining a return on his investment in the television indu try than he did in starting hundreds of other industries on which th country has been founded."

E. W. ENGSTROM
Research Director, RCA Laboratories

"Radio sound broadcasting started because of the foresight and enter prising spirit of pioneers. We have yet to demonstrate that we can pla television into a public service. Progress to date has been good but a times troubled and faltering. Now, for certain, the time for major dec sions is upon us. . . . Analysis of television broadcasting problems strong ly supports the need for joining stations together in regional and na tional networks . . . standards for television transmission are neede in order that receivers may be built suitable for reception from any on or all transmitters."

JOHN F. ROYAL
Vice-President in Charge of Television, NBC

"Television must be based on clean, wholesome amusement, because w are sending it into the American home. There can be no compromise wit decency. . . . Television programming is now, and will continue to b expensive. It is not at all a cheap game, and will require many blue chip at the start. . . . As far as possible, programs should be booked as com plete shows to fill definite periods through one booker."

ROBERT L. GIBSON
General Electric Co., Schenectady

"We found the afternoon audience to be about one-fifth the evenin audience. . . . Because many humorous situations depend upon sight a well as sound, there will likely be much more humor on television tha on radio. . . . With but few exceptions, radio shows do not make the be television shows. . . . It might be possible to change a show only twice week as is done in motion picture theatres."

THOMAS H. HUTCHINSON
Director of Production, RKO Television Corp.

"It seems only reasonable to suppose that, either by government orde or by station policy, every station will plan a program schedule of a least six hours per day, seven days per week. . . . It will take six hou of studio rehearsal to produce one hour of good television programs . . with a complete studio crew working 40 hours a week, I found it wa possible to put on somewhere between six and eight hours of live pr grams per week from one studio. . . . We are going to have many hou of television on film and many hours of mobile unit pickup. We ma safely say that a television schedule of six hours a day, seven days week is going to involve at least four fully equipped television studio a film projection booth with two projectors and a mobile unit . . . you operating personnel will be somewhere between 90 and 100 men.

"Dumb as a fox"

As little time as two years ago . . . it took a lot of nerve for a time buyer to put the independent station on a schedule for Baltimore.

It was so much easier to pick out the big name call letters. Less fighting to keep them on the list.

Then came the dawn when "cost-per-listener" figures were figured. Those time buyers who are known to be "dumb as a fox" earned their title to shrewdness when they stuck to the independent in Baltimore, W-I-T-H!

W-I-T-H's record for years shows biggest results for lowest costs in this, the country's sixth largest market.

Facts to back up the judgment of shrewd time buyers are available for those who like upward sales curves and downward sales costs.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

TBA Urges United Television Effort

Delegates Told Art Now Ready for Public; 1,000 Attend

(*Continued from page 15*)

nels and a number of channels for business machines, which will support the relay system until network television is established on a paying basis. He displayed a model of a relay tower which will be 125 ft. high, to house delicate equipment in all kinds of weather, automatic in operation and which will probably serve as a guide station for air traffic in addition to its other functions.

Keister on Satellites

James Keister, GE, discussed satellite stations which will take programs from the relay system and broadcast them in communities too small to provide local program service, explaining how the local manager can supplement this network service with movies of local events. Charles Robbins, Emerson Radio & Phonograph Corp., proposed that television broadcasters, manufacturers and dealers cooperate in surveying each market to determine the circulation necessary to interest advertisers; then the set makers and dealers market sets on a liberal purchase plan while the broadcasters supply a high quality sustaining program service which will help to sell more sets and attract the advertising support necessary for station maintenance.

Paul Chamberlain, GE, predicted that television will provide home demonstrations of all types of merchandise on a scale never attained by the Fuller Brush man in all his travels. Describing television as a "natural" for department stores, he discussed both "intratel" setups within stores to show merchandise to shoppers in other departments and actual telecasting to prospects at home.

Dr. Peter Goldmark, CBS, expressed the need for 735 line black-and-white and 525 color, requiring 10-mc bands and necessitating a step up in the spectrum to give adequate service. If the FCC approves the RTPB television panels proposal and allocates 460-960 mc. for experimental television, he predicted that soon after the war engineers will be able to utilize that full frequency range.

Agency's Video Position

Harry Trenner, William H. Weintraub & Co., was chairman of the advertising agency panel. Frederick A. (Ted) Long, BBDO, expressed the view that the agency's place in television will be "just about what should be expected—a normal agency function in a new and potentially important advertising medium." Pointing out that a large part of the country's 2,000 agencies are engaged in some form of radio advertising for their clients and that about 60 agencies produce most of the major radio programs, he stated:

"These programs are successful because the agency staffs which produce them are at once good showmen and good advertising men. Agencies are specialists in all kinds of advertising media. Television to be successful must be basically an advertising medium—an additional medium. It will not supplant the motion picture, radio or anything else—it will complement and augment. And it would seem clear that advertising agencies will have a most important part—a most responsible part—in the future of successful television."

Commercials in sports telecasting were discussed by Don McClure, N. W. Ayer & Son, who told how the simple slide with the word "Atlantic" that opened the early football telecasts of Atlantic Refining Co. on WPTZ Philadelphia, was replaced by a sweater girl holding a football on which the names of the opposing teams were lettered. From a close-up of the ball the camera dollied back and the girl threw a short pass to the studio announcer who gave the welcome and the opening commercial.

Frank Silvernail, BBDO, posed a number of questions a timebuyer would like answered about television, pointing out that there is a lot more to know than the basic questions of how many people will tune to what stations, how many hours a day, when they will tune in most, and what will it cost?

Declaring that agencies think they can make an easy transition from radio to television because they are basically the same and deluding themselves, Herbert Leder, Benton & Bowles, said, "Radio is far different from television and the radio director must make a basic mental adjustment. He must realize that television is similar to films in effect upon an audience and that in films the dialogue is subordinated to the visual."

Clifford Denton, *New York Daily News*, chairman of the publications panel, pointed out that the basic differences between printed media and television should make them supplementary, rather than competitive. William Kostka, *Look* magazine, said that television, like radio, will furnish publications with editorial matter and also with advertising. As a competitive advertising medium television may at first take some advertising from other media, he said, but eventually it will create additional advertising that will benefit them all. Dr. O. H. Caldwell, Caldwell-Clements Publications, pointed out that television might have an adverse

(*Continued on page 22*)

THESE MEN, who led the panel discussion of the manufacturers at the TBA, examine an experimental model of an automatic relay tower, cooperatively designed by GE and IBM to carry three channels—television, FM and business machine impulses. Standing are (l to r): Dave Smith, Philco Corp., and Dr. Peter Goldmark, CBS; seated, Charles Robbins, Emerson Radio Corp.; C. A. Priest, J. E. Keister (presiding) and Paul Chamberlain, all of GE. Demonstrating the model is Walter S. Lemmon (lower right), of International Business Machines Corp.

Poppele Is Elected President of TBA; Gibson, Baltin and Hanson Get Posts

J. R. POPPELE, secretary and chief engineer of WOR New York, was elected president of Television Broadcasters Assn. for the coming year at a meeting of the TBA board of directors last Tuesday afternoon following the conclusion of the first annual conference of the association, held at the Hotel Commodore, New York. Mr. Poppele succeeds Allen B. DuMont, president of the Allen B. DuMont Labs., operator of video station WABD New York, who served for the past year as the first TBA president.

Robert L. Gibson, assistant to the vice-president in charge of advertising and publicity of General Electric Co., operator of WRGB Schenectady, GE television station, was elected vice-president of TBA, succeeding Lewis Allen Weiss, executive vice-president, Don Lee Broadcasting System. Will Baltin was reelected secretary-treasurer and O. B. Hanson, vice-president and chief engineer, NBC, was elected assistant secretary-treasurer, a post held last year by Mr. Poppele.

At the annual membership meeting preceding the board meeting, Curtis W. Mason of Earle C. Anthony Inc., Los Angeles; F. J. Bingley, chief television engineer, Philco Radio & Television Corp., Philadelphia, and Mr. Dumont were reelected directors for three-year terms. Mr. Poppele was elected a director to fill the vacancy created by the resignation of Worthington Miner, television program director of CBS, and will serve for the two remaining years of that term.

An educational type of membership in TBA was inaugurated by a resolution stating that in addition to active members (operators of or applicants for video stations who pay dues of $1,000 annually) and affiliate members (those interested in television who pay dues of $500 a year), a new class of educational members be added. These members would pay no dues at present, but the "Board has the right to determine which, if any, of the educational members shall be required to pay dues and the amount thereof."

Meeting approved the addition of Farnsworth Television & Radio Corp., Fort Wayne; Bremer Broadcasting Corp., Newark, operator of WAAT, and the Yankee Network as active members, and of five new affiliate members: 20th Century-Fox Film Corp., Los Angeles; Rauland Corp., Chicago (holder of the Baird patents for projection television for the United States, American Television Labs., Chicago; Pan-American Television Corp., New York; Federal Telephone & Radio Corp., Newark.

Two former affiliate members have automatically become active members by filing applications for television stations: RCA Victor Division of RCA, Camden, and Raytheon Mfg. Co., Newton, Mass. TBA now has 20 active and 17 affiliate members.

ONE BACKS THE OTHER.....

THE teamwork between a brace of bird dogs is a beautiful thing to see. One backs the other. Both point the game. In the case of WOV, two great listening audiences team up and complement each other to give this important station a constant selling power . . . night and day. In the daytime, WOV overwhelmingly dominates New York's vast Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers *the largest average metropolitan audiences of any New York independent station* . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

effect on theatre and movie attendance because pure laziness will aid it in keeping people at home.

In the program producers panel, conducted by Thomas H. Hutchinson, Herbert Graf, NBC, discussed problems of televising opera, expressing the belief that as radio has popularized concerts, so television will popularize opera, forcing it "to take off its top hat and speak the language of the people." Irwin Shane, Television Workshop, talked of the sources of talent, pointing out that it will develop as the demand for it develops and citing circus acts during the winter layoff as a good potential talent field.

Lee Cooley, Ruthrauff & Ryan, stressed the need for self-censorship to keep television entertainment in good taste and suitable for viewing by a family group. Hoyland Bettinger, GE, spoke of the importance of lighting and camera techniques. R. B. Gamble, Farnsworth, demonstrated some of his slide effects. Edward Sobol, NBC, said that television requires good acting which radio and movie talent seem unable to deliver. He suggested that video stations might take a tip from baseball teams and send out scouts to find good talent.

WINNER OF THE FIRST award in engineering at the TBA—cited for developing the iconoscope and the storage principle of picture pickup, Dr. Vladimir K. Zworykin of RCA Labs. greets delegates as Paul Raibourn, director of television activities for Paramount Pictures, who made the awards, looks on.

Raymond E. Nelson, Charles M. Storm Co., said that television is only radio all over again, declaring that if the producers know good programs and how to put them over, the programs will sell goods. Robert Emory, WOR, gave a practical example of video production by outlining the procedure he was using in a program being presented by WOR on WABD the following evening. Comdr. William C. Eddy, demonstrated his projection kaleidoscope to the panel.

William Morris Jr., William Morris Agency, chairman of the talent panel, stressed the responsibility placed on the artist by the unprecedented scope of television, which he called the "consummation of the dramatic arts." Hope Bunin, puppeteer, discussed the important part puppets can play in television. Richard Manville, research consultant, reporting on a survey of 500 televiewers, said that audiences want *good* entertainment, live or film, contrasty backgrounds, easy-to-read title cards and maps, more closeups of performers, visual identification of performers in advance.

Dell Sharbutt, announcer, said that "foresight, study and intelligent planning will help the announcer avoid the fate that overtook so many stars of silent pictures when talkies arrived." Frieda Altman, actress, described her experiments with makeup for television. Larry Brooks, actor and singer, contrasted television's opportunities and problems with those of other entertainment fields. Selma Lee of the Morris Agency asked for open mindedness in the selection of video performers. Jessica Dragonette, singer, talked on televised operettas. Hilda Simms, actress, discussed pantomime on television. Leo Hurwitz, CBS staff video director, said one must not become pessimistic over failures in the present "grouping for technique" stage of television production.

Paul J. Larsen, Society of Motion Picture Engineers, chairman of the panel on theatre television, discussed the willingness of theatre operators to bring the public the best in television as in other forms of entertainment. Paul Raibourn, Paramount Pictures, pointed to the theatre's ability to outbid broadcasters for big programs if necessary and discussed film pickups of program material for relayed showing. Dr. B. W. Epstein, RCA, described optical systems for projection television in theatre and home. Ralph Austrian, RKO, spoke on the use of film for video programming. Ralph Beal, RCA, said that television can give theatres spontaneous features instead of the "canned" features of the motion pictures.

100,000 Postwar Technicians

The two main prewar problems blocking television's expansion on a national scale—lack of mass production techniques to produce receivers at a cost within reach of the average consumer, and lack of engineers to serve stations and sets are being solved by the war, Comdr. Eddy told the Tuesday morning meeting of the conference.

Discussing at some length the Navy electronic training program which he said in ten months of intensive education turns out engineers as good as the prewar average, Comdr. Eddy pointed out that at the end of the war between 50,000 and 100,000 men experienced in handling radar and other electronic equipment at least as complex as any used in television will be available. He urged the industry in its postwar planning to be ready to absorb them.

Questions ranging from: "How soon will color television be practical?" to "Who is going to do the research in makeup, costuming, etc?" and including economic, social and engineering aspects of television were discussed by a panel

(*Continued on page 24*)

DIVERSIFIED INDUSTRY

The wealth of this tri-state area, fortunately, is not vested in any single industry. Vast quantities of materials and resources have long supported such industries as petroleum, natural gas, lumber, glass, plastics and chemical plants. Wartime demands for greater production of the same basic resources have brought about an increased industrial activity, creating new industries which will become important factors in postwar prosperity. Providing the only effective coverage of this substantial and consistently prosperous market is KWKH. Use it to sell more now . . . build sales for the future.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

An Old-Fashioned Christmas For Modern KFAB Listeners!

Every year...at Christmas...up-to-date folks in the vast KFAB area go "old-fashioned."

Christmas out here is filled with tradition ...tradition that makes this greatest of all anniversaries a day of simple rejoicing by God-fearing people. Christmas out here means a renewing of the principles of good will to all men. Yes...an old-fashioned Christmas is a part of the lives of Mid-western folks.

There's another tradition, too, that most folks observe out here. For twenty years these families have depended on KFAB for livestock reports, better-farming programs, news, and entertainment. In this way, KFAB has become a welcomed member of the "family circle."

If you have a message for these 340,000 listening families, we invite you to join the "family circle" with KFAB, THE BIG FARMER STATION.

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

Fulton Lewis, jr.

is heard on more stations, by more people, with more sponsors than any other News Reporter

. . . Lewis is currently heard on 240 Mutual stations with more than 130 sponsors. For sponsorship in your city call, wire or write: WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORGINATING FROM **WOL** WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

comprising O. B. Hanson, NBC; J. E. Keister, GE; Allen B. DuMont, DuMont Labs.; C. B. Jolliffe, RCA; F. J. Bingley, Philco; Curtis Mason, Earle Anthony stations; A. H. Brolley, Balaban & Katz; and Klaus Landsberg, Television Productions, and chairmaned by A. N. Goldsmith, engineering consultant and vice-chairman, RTPB. Any market that can support a sound broadcasting station can support a television station, Mr. Hanson declared in answer to one question.

A question about experiments with broadcast pictures of more than 525-line definition, present standard, disclosed that both DuMont and RCA have conducted such experiments. Dr. DuMont said the additional transmission difficulties encountered were much greater than would be justified by the slight improvement in picture quality. Dr. Jolliffe said that the present standard is a compromise between picture quality and frequency availability, but he added that increasing definition by no means solves all the problems.

Broadcasters desiring to build or acquire new studios with an eye to future use for television were told that the simplest process is to start with the high ceilinged ground floor location, within line of sight of the transmitter, unless coaxial cable connection is available. It could be adapted to sound until video comes along. Questions about network television evoked comments that the time differences will be more important than in sound broadcasts, with probably many delayed broadcasts; that satellite stations in small markets will want practically fulltime network program service, whereas the economic situation will probably limit such service to four or six hours daily at first; that it may be eight to ten years before facilities will be developed capable of networking color television.

Asked if AM, FM, television and facsimile broadcasting operations could or should all be carried on by a single operator, Dr. Jolliffe said that if a company has licenses for all those services they certainly should be coordinated. He emphasized that a broadcaster has no preference with the FCC for receiving a license for any other service except that his record of public service in sound broadcasting might be an admissible consideration.

Sarnoff Views Future

Sounding a note of warning to the television broadcasters that industry differences must be resolved if America is to lead in developing the new art, Brig. Gen. David Sarnoff, on leave as president of RCA, asserted before the delegates attending the annual banquet that America excels the rest of the world technically in the field.

"In the matter of planning for the use of television, however," Gen. Sarnoff added, "I believe that England is far ahead of the United States. Unless such remaining differences as may exist within the industry are composed, and unless the United States procedes with its planning for a public service of television as soon as the war is over and as soon as materials and the necessary frequencies are made available, I believe that England will once more take the lead in the establishment of television as a public service."

Gen. Sarnoff said that interest in television is worldwide and that the country which pioneers in its development will be the one to establish its designs, its patterns and its standards.

Comparing television to broadcasting, Gen. Sarnoff said that he believed the former to be a greater art. "But I do not believe the two are mutually competitive or mutually exclusive," he added. He reviewed briefly his personal relationship to the art of broadcasting, beginning after the last war, and appealed to the delegates to devote all their efforts to the early conclusion of this conflict.

CHESSER M. CAMPBELL, recently elected to the MBS Board succeeding the late W. E. Macfarlane, and vice-president of WGN Chicago, talks with Lewis Allen Weiss, vice-president and general manager of Don Lee, executive vice-president of Mutual, and vice-president of TBA.

THEY CAME from all walks of radio life to attend the TBA sessions (l to r): Ken Berkeley, manager, WMAL Washington; Charles Brown RCA Camden; Charles Hammond, NBC New York; Ted Streibert, vice-president of WOR New York, and executive vice-president of Mutual.

WMAL Grid Exclusive

TWO-YEAR contract for exclusive broadcast privileges, both at home and abroad, on football games of the Washington Redskins pro team has been signed by WMAL, Blue Washington outlet, it was announced last Wednesday by K. H. Berkeley, general manager of the station. Harry Wismer, Blue sports director, will handle play-by-play. WMAL has aired the pro games during the past two years.

"WILD AND SWEET - THE WORDS REPEAT"

Then pealed the Bells more loud and deep:
"God is not dead, nor does He sleep!
The wrong shall fail, the right prevail,
With Peace on earth, good will to men."

H. W. LONGFELLOW

A Clear Channel — 1070 Kilocycles — 5000 Watts
National Representatives: **John Blair & Company**

A Mutual Station **WIBC**

INDIANAPOLIS, INDIANA
Owned and Operated by *The Indianapolis News*

FRENCHMEN CAN BE WRONG

John Royal Says It Isn't Quite True What They Say About French Video

LATEST chapter in the can-you-see-stuff-in-French-television intrigue, co-sponsored by NBC and CBS, was written by John F. Royal, television vice-president of the latter network during the TBA convention in New York last week.

Varied Opinions

To relate this in its sequence, and arrive at the royal kick in the pants with a proper respect for radio dramatic technique, one must recall first that NBC and CBS do not see eye-to-eye about television. They have, one might say, iconoscopia, a dreadful optic affliction induced by looking through the wrong end of a cathode ray tube.

CBS, it is generally known, wants television to go upstairs in the spectrum, convinced that further experimentation in the higher frequencies is necessary before television is ready for presentation to the public. NBC, willing to work its way upstairs eventually, wants to start downstairs and give the people a look now.

Of recent date, Edward R. Murrow, CBS representative in London, planed over to Paris and returned with glowing stories that television a la Francaise made our video look like a dull Saturday night with the old stereoscope. In France, he reported, engineers were working with 1000-line reproductions in the higher frequencies and would be ready to go full tilt as soon as the war was over.

Anyone who knows networks can deduce that this was inflammatory stuff over at NBC, especially around the photography shop. NBC has been experimenting in both upper and lower strata of the spectrum but wants to start below, reproducing with something between 400 and 500 lines. Most televising now in the U. S. casts an image of 525-line dimension.

Well, it seems John Royal has a boy over in Paris, too. He's John MacVane, and Mr. Royal hastily cabled John to get the low-down on the high frequencies. MacVane's response was read at the TBA convention by Mr. Royal, not without a certain amount of smugness.

It reported, in summary, that Mr. MacVane had talked with one Jean Guignebert, director general of French radio, and that Mr. Guignebert had denied emphatically that French television had made tremendous forward strides during the occupation. In fact, he implied that it was moving at a dogtrot. Mr. MacVane quoted him as saying, "I believe it will take us at least four and probably more years of experimentation with 1000-line high frequency television before it will be practicable for the public." And also: "At the moment France is not ready even to go ahead with 450-line television on a minor experimental scale."

TBA AWARDS

FOLLOWING are the awards made by TBA to individuals and organizations for outstanding achievements in the science of television. The awards were presented at the first TBA annual banquet, Commodore Hotel, New York, Dec. 11, by Paul Raibourn, Paramount Pictures Inc.:

ENGINNERING

First award to Vladimir K. Zworykin, RCA Laboratories, for development of the iconoscope and the storage principle of picture pickup, resulting in the first practical television pickup equipment. Coordinate awards to Philo T. Farnsworth, Farnsworth Radio and Television Corp., Ft. Wayne, for work on television scanning methods and the electron multiplier; Lloyd Espenscheid, Bell Telephone Laboratories, for adapting the coaxial cable to transmitting wide bands of radio frequency suitable for modern television; Dr. Peter Goldmark, CBS New York, for work in the development of motion picture pickup equipment and electronic analysis and control of equipment for color television; F. J. Bingley, Philco Radio and Television Corp., for improvement in contrast of television pictures through flat face tubes and experiments on link operations, particularly as regards outdoor events; Dr. Allen B. DuMont, Allen B. DuMont Laboratories, for the development of the cathode ray tube to a satisfactory commercial instrument of television control and reproduction.

PROGRAMS

First award to WABD New York, Allen B. DuMont Laboratories, for making its facilities available to all for study of the correlation of economic and artistic problems of television production, received by Sam Cuff, manager; to Stations WNBT New York, WRGB Schenectady and WPTZ Philadelphia, owned respectively by NBC, GE and Philco, for the first examples in the world of network operation and resulting division of program cost. Awards received by John Williams for WNBT, Robert Gibson for WRGB and Paul Knight for WPTZ. To WCBW New York, CBS, for successful lifting of a radio broadcasting program usually heard in sound only to the field of visual and sound entertainment. The program, *"The Missus Goes a-Shopping,"* award received by Worthington Miner. To W6XYZ Hollywood for the introduction of motion picture techniques to television programming, received by Klaus Landsberg.

GENERAL CONTRIBUTION TO TELEVISION

First award to Brig. Gen. David Sarnoff, on leave as president of RCA, for his initial vision of television as a social force and the steadfastness of his leadership in the face of natural and human obstacles in bringing television to its present state of perfection.

OTHER AWARDS

To Dr. W. R. G. Baker, vice-president, GE, for his leadership in standardizing television through the National Television Systems Committee and through the Radio Technical Planning Board; David B. Smith, Philco, for his work on the NTSC and his planning of television future as panel chairman with the RTPB; Dr. A. N. Goldsmith, consulting engineer, New York City, for his work on the NTSC and the RTPB and his vision of the relationship of the motion picture and television.

Members of the Committee on Awards were Mr. Raibourn; Fred R. Lack, vice-president, Western Electric Co.; Eric Hodgins, vice-president, Time Inc.; Orestes Caldwell, editor, *Electronic Industries;* C. E. Butterfield, Science Editor, Associated Press; Bruce Robertson, BROADCASTING.

IT TAKES KNOW-HOW AND PRESTIGE

TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** CBS

GREENSBORO, N. C.

Represented by Hollingberry

"TO MARKET, TO MARKET, TO SELL A FAT PIG!"..

AMERICA, as never before, is geared for mass-production. The extent to which we achieve mass-consumption will be the measure of our prosperity. The greatest replacement-market the world has ever known must be supplied with efficiency and dispatch. New brands, new kinds of products, the output of new industries, must flow smoothly, in volume, through retail outlets.

Radio is a major, and indispensable, factor in the cycle of present-day distribution. The stations of Westinghouse are alerted to the challenge of our expanding economy. Ready with new ideas, new program and selling techniques, which will move your product from factory to consumer with maximum speed, minimum cost.

Make no mistake about it, competition is alive and stirring. NBC Spot Sales will help you to get a head-start in coping with it — by effectively beaming your selling to the 18,000,000 thriving, commodity-hungry, but discriminating citizens in Westinghouse primary areas.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

Chinese, Soviet Postwar Video Plans Charted by Representatives to TBA

TELEVISION for the masses, to be employed mainly as an educational implement, is foreseen in Russia and China by representatives of those two nations attending the TBA conference.

Gregory L. Irsky, chief engineer of the motion picture industry of the USSR and now visiting the U. S. as a member of the Soviet Government Purchasing Commission, believes that the first use of video in his nation will find thousands of villagers throughout the great nation viewing images cast upon huge screens erected in population centers.

Crowds a Problem

"We have always had a problem in handling crowds at our great pageants and parades," Mr. Irsky pointed out. "For example, when we have the great celebrations honoring Lenin in Red Square, thousands visit Moscow for the spectacle. With television screens erected in the squares of Russian villages, we hope to bring such spectacles, which do much to anneal national unity, to the people."

Mr. Irsky said he visualizes the development of the art in his nation as threefold, with motion pictures, radio and television representing three distinctly different media. "I do not agree," he stated, "that the three shall be moulded into one, or that one shall smother the other."

He pointed out that his mission in the U. S. now is to purchase equipment for further research in the field. He said emphatically that he believed television should be "given to the people as quickly as possible". Commenting on the theory that television should wait until further technical advances had been made, he quoted a Russian proverb which, translated, means: "The best is always an enemy of the better."

Representing China at the TBA sessions was T. Y. Lo, of the China Motion Picture Corp. Mr. Lo said that the resources of his people were, as a result of the war, so depleted now that television could not develop immediately in China as a mass instrument.

"There will be nine or ten years of rehabilitation in China," he pointed out. "Until that time has passed, and until the national living standards have been improved, the average Chinese could not buy an expensive receiver. Consequently we see television developing first in our country as an educational instrument, with screens placed in libraries and other places of assembly. It will not, in that stage, carry entertainment as such, but be utilized totally for rehabilitation and education."

The war has arrested the forward movement of the art in China, Mr. Lo emphasized, and at this time China actually has no television. He added, however, that he and others, on assignment, are following closely the progress of the industry in this country, and are hopeful that they can rely upon American markets for the purchase of the equipment they will need for postwar construction.

Two regional engineers of the Canadian Broadcasting Corp. asserted that Canada, at present, has no television and looks to the U. S. and other powers of the world for leadership. One of the Canadian delegates, Norman R. Olding, CBC regional engineer in Vancouver, B. C., said that the his Canadian colleagues believed the time had come to make television available to the public, and that such a move should be made with all the speed that equipment shortages would permit. He was accompanied to the TBA convention by L. L'Allier, CBC regional engineer for the French-Canadian section in the province of Quebec.

John F. Shaughnessy

JOHN F. SHAUGHNESSY, 55, designer of some of Adm. Byrd's wireless equipment, died Dec. 9 at his home Hollis, Long Island. Mr. Shaughnessy, a radio research expert, served in the Navy during World War I as a radio technician. A native of Canada, Mr. Shaughnessy came to the United States as a child. In 1926 he moved to Richmond Hill to operate WAGH, now WABC, and in 1928 he formed an association with Maj. Edwin H. Armstrong in experimental work at Columbia University. Since Pearl Harbor he had conducted classes for young people at Hollis in radio code and transmission.

Deletes Plugs

LOCAL Chicago advertiser, Peter Hand Brewery, in cooperation with the OWI went all out to help the drive for 17,000 more war workers by deleting all commercial messages from its four shows last week. The firm also built the plots of *The Crime Files of Flamond*, 9:30-10 p.m. Tuesday and *Mystery House*, Sunday 9:30-10 p.m., both on WGN, around the subject. A new song, "Fire Power to Eisenhower" with music and lyrics by Harry Frohman, Richard Platt and Fred Levings, all of the WGN staff, was introduced on *Say It With Music* 6:45-7 p.m. Thursdays.

Barbasol Expands

BARBASOL Co., Indianapolis, in a gradually expanding spot campaign for shaving cream which started Nov. 8 in 30 markets, is using quarter-hour, 10-minute and five-minute musical programs, sports and news programs and one-minute and chain break live and transcribed announcements on about 60 stations. Campaign is in addition to the Gabriel Heatter program on Sundays, 8:45-9 p.m. on 170 MBS stations. Agency is Erwin, Wasey & Co., New York.

CONFIDENTIALLY- The Fact Is

KFNF

"The Friendly Farmer Station"

SHENANDOAH — IOWA

Iowa's Pioneer Farm Station (Est. 1924) has, in the past 41 months November, 1944 against June, 1941

Increased Net Time Sales

764.5%

An increase of this amazing proportion, sustained over such a prolonged period, is final proof of a known fact—KFNF's drive to dominance of the farm market around Shenandoah is soundly based on a policy of exceptional service to both listener & sponsor. We believe this explains why, for the farm market around Shenandoah, INFORMED sponsors choose . . .

KFNF

1000 Watts *"The Friendly Farmer Station"* 920 KC.

For availabilities write or wire direct to Frank Stubbs, Mgr., KFNF Inc., Shenandoah, Iowa

Completely Covers the KHQ Vast Inland Empire

Reflecting Prosperity. Here, one of the 104 sawmills, in an area containing the world's largest mills, casts its reflection in the still waters of the Spokane. Lumber production for the first 9 months of 1944 totaled 2,935,166M board feet.

Your sales, too, reflect the prosperity of the Inland Empire when KHQ carries your message. It covers completely this Empire by the Lakes — all at the cost of just one medium. No other single medium in this entire area can make this claim.

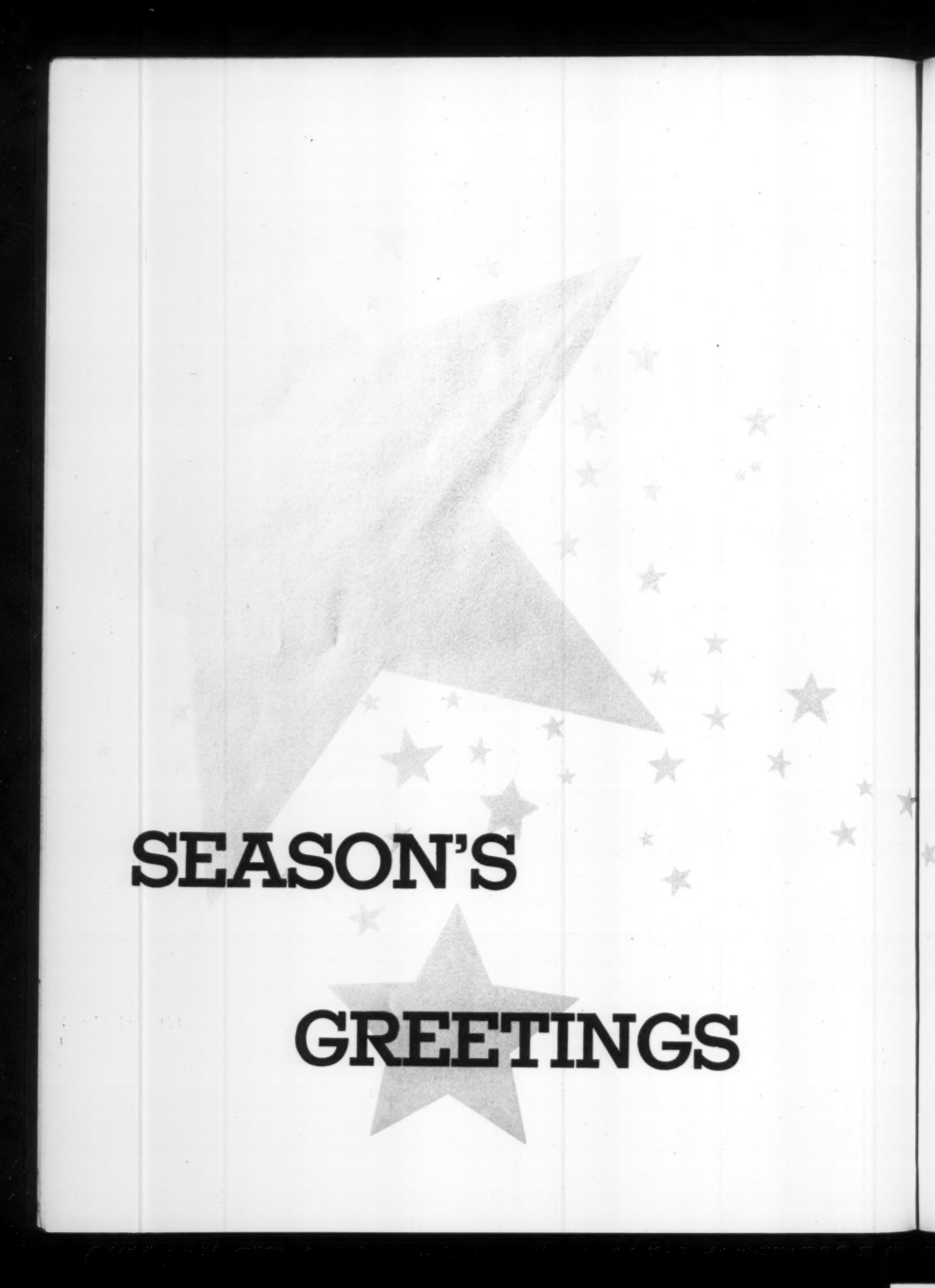
THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.


SEASON'S
GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	BLU
KARM	Fresno	CBS
WJR	Detroit	CBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFAB	Lincoln	CBS
KFOR	Lincoln	BLU
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	BLU
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	BLU
WMAS	Springfield	CBS
WAGE	Syracuse	BLU
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

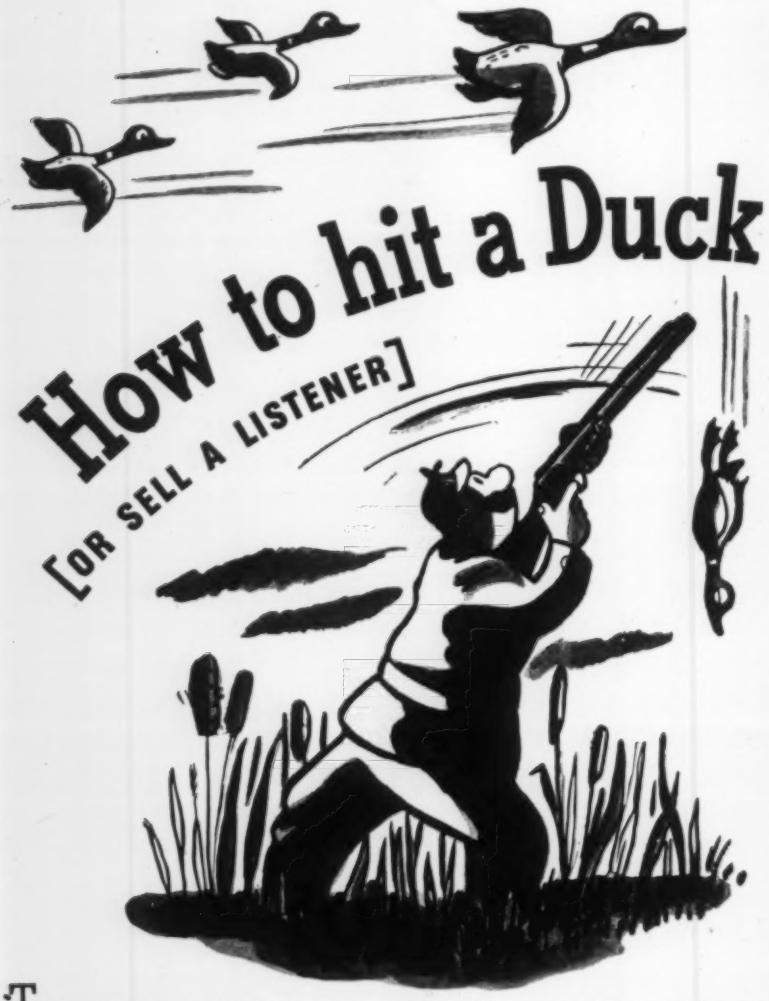
THE TEXAS QUALITY AND YANKEE NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO.

INCORPORATED

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO



How to hit a Duck

[OR SELL A LISTENER]

To hunt duck successfully, first find your duck. And when you shoot, aim—like our expert above—not where the duck *was* but where he's *going to be*.

In radio advertising, too, find your listener first—and when you shoot, aim where that listener is going to be.

There's a big flock of radio listeners waiting for you in the Middle West—and you can shoot where they're going to be by aiming your selling message over WENR.

For this clear-channel station's powerful 50,000-watt voice reaches more listeners than any other major Chicago station—3,524,000 families — 13,000,000 individuals —One Tenth of a Nation!

We've got slews of facts and figures, graphs and charts, case histories and sales records to show you how other advertisers are using WENR to build sales *economically* in the Middle West. Any Blue Spot salesman will be happy to demonstrate how *you* can do the same.

WENR SELLING ONE TENTH OF THE NATION!

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • WASHINGTON • PITTSBURGH • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

Radio's Bond Aid Lauded by Ludlam

OWI Bureau Chief Tells of Industry Contribution

PRELIMINARY estimates of radio's support of the Sixth War Loan drive show it to be the greatest campaign contribution to date according to figures compiled last week by the OWI Domestic Radio Bureau whose chief, George P. Ludlam, highly praised not only the quantity of time donated and the person involved, but mentioned particularly the high calibre of the material aired.

Commenting on the figures which show 20% more circulation than in any previous campaign, Mr. Ludlam said, "We are tremendously gratified at radio's wholehearted cooperation in the War Loan drive—particularly at the high calibre of that cooperation, as revealed in our monitory reports. All here feel—and I know that the Treasury shares this view—that all connected with the radio industry, advertisers, networks, stations, talent, writers, directors, producers, all who have had a part in getting the Sixth War Loan on the air, are entitled to view their contribution with the pride that comes from a big job well done."

Only a Part

Radio's actual part in the campaign is greater than the figures reveal, since, Mr. Ludlam emphasized, they do not represent the entire contribution but only that portion contributed through the regular OWI radio allocation plans. More than 50% of the regular allocation facilities were devoted to the War Loan, producing over 1,675,000,000 listener impressions, the Radio Bureau's index of circulation.

The specific OWI allocations were, 393 network programs during the four-week period under the Network Allocation Plan, an additional 221 network shows under the Special Assignment Plan, 203 programs under the National Spot Allocation Plan and 75,012 transcribed announcements under the Station Announcement Plan.

As to the quality of the messages, the Bureau's monitoring reports for the first two weeks of the drive rate 45% of the messages "excellent", 33% "good", 17% "fair" and only 5% "poor".

FM Primer

TO HELP educators interested in establishing FM stations, a primer of facts, figures and ideas about the educational uses of FM broadcasting, "FM for Education", has been published by the U. S. Office of Education, Federal Security Agency. The primer was written by William D. Boutwell, until recently director of the information and radio services of the Office of Education, assisted by Ronald R. Lowdermilk and Gertrude G. Broderick. It may be purchased from the Superintendent of Documents, Government Printing Office, Washington, for 20c.

YOU MIGHT WIN EVERY TIME, AT DICE*—

BUT—YOU CAN'T "ROLL" INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 3:00 P.M. to 6:00 P.M., Monday through Friday:

3:00 P.M.—6:00 P.M.

WKZO	50.5%
STATION B	17.1%
SIX OTHERS	25.7%
MISC.	6.1%

No, nobody expects any form of advertising to be a "sure thing", or even wants it to be — because sure things *never* have spectacular returns even for unusual skill or good fortune.

But there's no use betting your dough against *certain loss*—and that's what you do if you "gamble" on covering Western Michigan with any station or combination of stations in Chicago or Detroit. It just can't be done, and we can prove it to you. The *only* good bet in Western Michigan radio is to buy coverage right here in the territory.

Once an advertiser realizes *that*, the next logical step is to use WKZO. We'd be mighty happy to tell you *why*—with true facts, and no bologna. *May we?*

* Though the odds are actually 351 to 244 against the man rolling the dice!

WKZO

5,000 Watts
590 KC
CBS

KALAMAZOO

strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Supreme Court Will Review WOW State Tribunal Reversal

Writ of Certiorari Granted; Gillin, Woodmen Contend Decision Contrary to Federal Law

ONE OF THE most unique cases in radio history, transfer of WOW Omaha by the Woodmen of the World Life Insurance Society to Radio Station WOW Inc., headed by John J. Gillin Jr., will be reviewed by the U. S. Supreme Court. Involved is the question of a state court setting aside a grant of the FCC.

In granting the writ of certiorari, the Supreme Court requested counsel to discuss in their briefs and oral arguments the questions: (1) whether the judgment is final within the meaning of Sec. 237 (b) of the Judicial Code (relating to writs of certiorari) and (2) whether the Federal questions raised by the petition for certiorari were properly presented in the record. The Solicitor General was invited to file a brief *amicus curiae* if he were so advised.

Drew Wide Attention

Transfer of WOW, approved Dec. 15, 1942, by the FCC, drew nationwide attention because of its unusual lease-arrangement and because a certificate holder in the Woodmen of the World, Dr. Homer H. Johnson of Lincoln, Neb., filed suit to enjoin the transfer.

On Oct. 3, 1942, the Society and Radio Station WOW Inc., of which Mr. Gillin is president and general manager, entered into a 15-year lease whereby WOW Inc. was to pay the Woodmen $8,100 per month rental for the first three years and $5,600 per month for the next 12 years. There was no recapture or reversionary clause in the lease.

Application for consent to assignment of license to the new corporation was filed with the FCC on Oct. 7, 1942 and on the following Nov. 23 Dr. Johnson filed his suit in Douglas County District Court, charging the rental income was inadequate. On Dec. 15, 1942 the transfer was granted by a 4-3 vote, Chairman Fly and Commissioners Craven, Case and Payne voting for the transfer and Commissioners Durr, Walker and Wakefield dissenting.

On Jan. 5, 1943 the Society and WOW Inc. filed a joint petition with the Commission, asking that the effective date of the transfer be extended, pending outcome of the state court litigation, but on Jan. 12 the FCC denied the extension, thereby making the assignment of license effective.

The Douglas County District Court dismissed the suit, holding there was no evidence of fraud as charged by Dr. Johnson. On appeal, the Nebraska Supreme Court last March reversed the lower court, holding that the lease be set aside and that license to operate WOW be returned to the Woodmen of the World [BROADCASTING, March 20]. Motions for rehearing were denied in a decision handed down on May 26.

Petition for a writ of certiorari pointed out that the Supreme Court of Nebraska, in a 4-3 decision, found no actual fraud by the officers and directors of the company, but held that the transaction should be set aside because of certain features of the arrangement which the Court regarded as constituting "legal or constructive fraud". Grounds for the action as set forth by petitions were:

(a) Lease was not "a good deal for the Society, because only $74,000 a year was being received from the assignees of the radio license"; (b) that assignor's president "because of his close friendship for Gillin", admittedly responsible for its success, "prompted the organization" of the assignees corporation by Gillin and his friends; (c) that "Gillin obtained a one-fourth interest in this 15-year lease for a nominal investment and in addition thereto, in effect, a $25,000 bonus . . ."; (d) that the Society in return "obtained an extremely excessive reduction in its income . . . and a lease, the terms of which are grossly inadequate to protect it . . ." and (e) that there was "little security back of" the lease and assignment because of the capital stock structure of the assignees corporation.

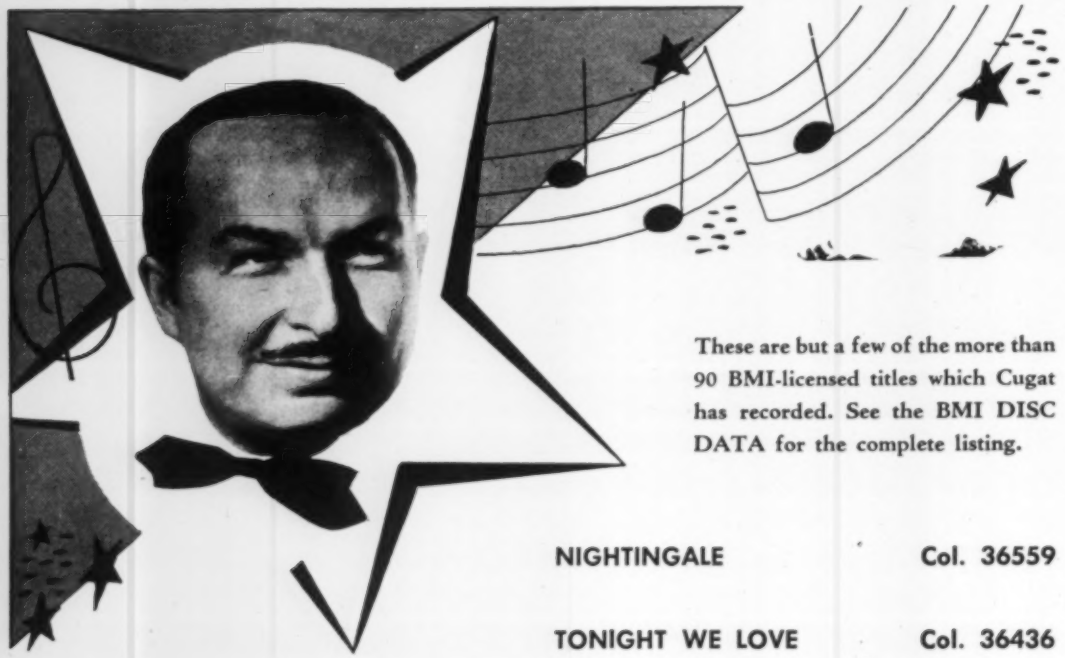
Reasons Cited

Reasons for a writ were listed as follows:

(1) Court below canceled radio station lease which had been found unobjectionable by the FCC. (2) Under guise of a finding of constructive fraud, decided issues of public as well as private concern, over which the Communications Commission was vested by Congress with primary jurisdiction. (3) Respondent's remedy was to intervene before the FCC, and if dissatisfied, institute action before three-judge Federal Court, under Sec. 402(a).

"The questions are of importance and substance," said the petition. "They involve nothing less than the power of the FCC effectively to control the transfer of radio stations. The rulings below, if allowed to stand, will encourage a multiplicity of suits and result in conflicting court decisions in a field where the public interest demands uniformity of administration through a single Federal commission. The danger of such litigation is accentuated by the keen competition caused by wartime restrictions on new equipment, as well as by the newly developed techniques of FM and television."

Should the Nebraska Supreme Court decision be permitted to stand, petitioners pointed out, the Society gets back all its physical equipment but has no license to operate, whereas WOW Inc. will have a license but no physical equipment and no way of obtaining any for the duration of the war.



These are but a few of the more than 90 BMI-licensed titles which Cugat has recorded. See the BMI DISC DATA for the complete listing.

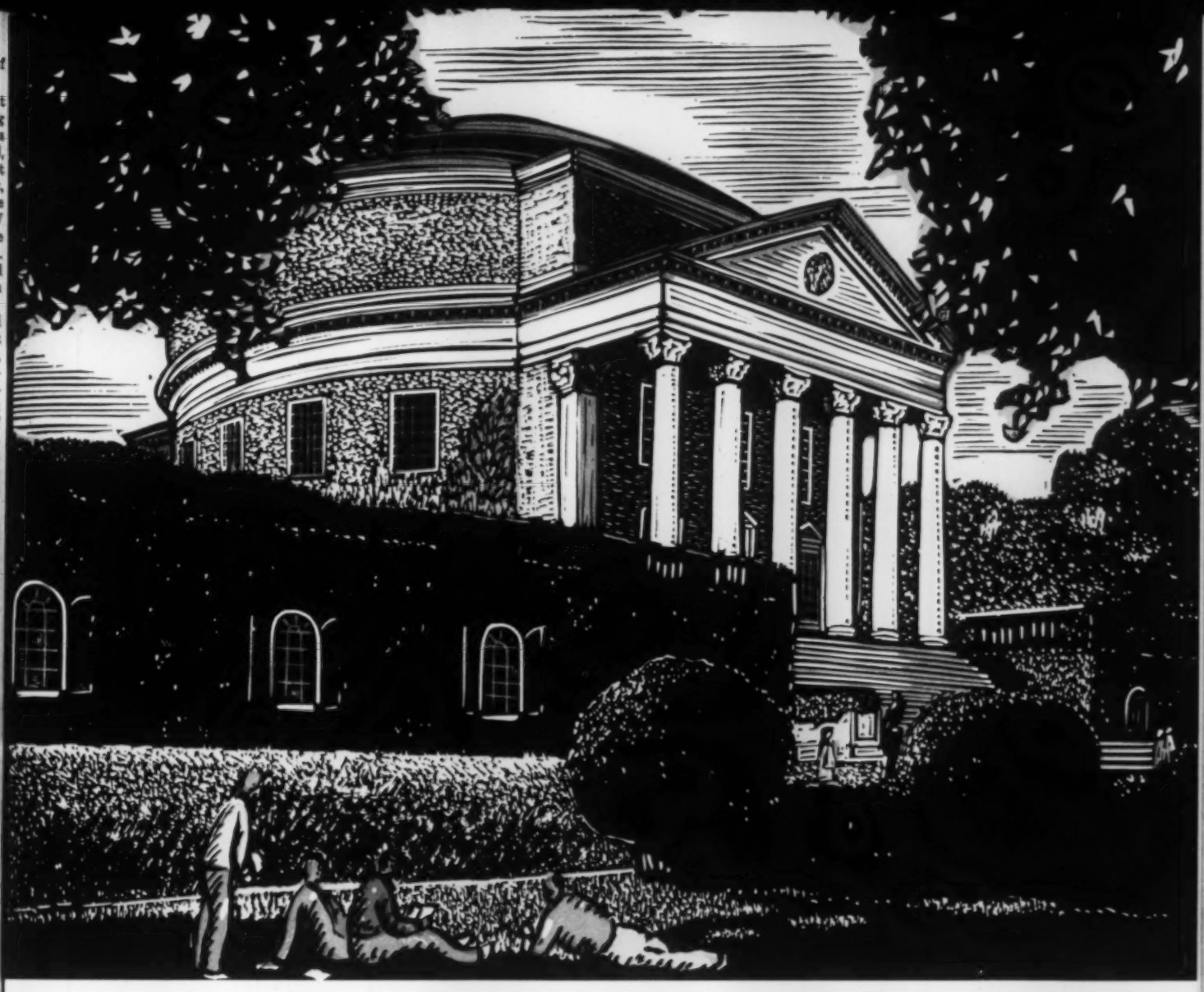
Xavier Cugat

Smiling, good-natured Coogie has been largely instrumental in popularizing the rumba and conga in America. Today the name of Cugat is synonymous with the sultry rhythms from below the border.

NIGHTINGALE	Col. 36559
TONIGHT WE LOVE	Col. 36436
PEANUT VENDOR	Col. 35799
ADIOS	Vic. 26794
NOCHE DE RONDA	Vic. 27465

BMI

NEW YORK CHICAGO HOLLYWOOD



ROTUNDA, UNIVERSITY OF VIRGINIA AT CHARLOTTESVILLE
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

"I AM CLOSING THE LAST SCENE OF MY LIFE...

. . . by fashioning and fostering
an establishment for the instruction of those who come after us." Thus spoke Thomas Jefferson,
father, founder, and architect of the University of Virginia . . . the famous Rotunda of which is illustrated.
He also endowed this beautiful temple of learning with the flame of "illimitable freedom of the human mind"
. . . and it is interesting to note that for thirteen years after its inception WRVA
broadcast regular educational programs from this famous old institution of learning.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA

PAUL H. RAYMER COMPANY

A Decade with

WRVA

Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National Representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.

PAUL H. RAYMER COMPANY · RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

ACCOUNTING IS HUB OF RADIO

Importance of Coordinating Income, Expenses Told by Auditor of WOC, WHO

AROUND the accounting department revolves the life blood of radio according to an article titled "Radio Broadcasting Station Accounting" by William D. Wagner, auditor of Tri-City Broadcasting Co., licensee of WOC Davenport, Ia., and its affiliate, Central Broadcasting Co., licensee of WHO Des Moines, appearing in the July 15 *Bulletin*, publication of the National Assn. of Cost Accountants.

Mr. Wagner

In his article, copies of which are available from the NACA or Mr. Wagner, who headquarters in Davenport, the author gives a comprehensive picture of the important part auditing plays in the success of radio.

Little Thought to Problems

"A radio broadcasting station has cost, production, advertising, selling, sales promotion and other problems the same as other business establishments," wrote Mr. Wagner. "It also has an accounting department through which all these problems must eventually pass." He briefly traced the history of radio, told how little thought was given to accounting, and added: "Then dawned a new era, the beginning of what has developed into one of the nation's largest industries—advertising via air waves through the medium of commercial radio broadcasting stations."

In its accounting procedure a station must consider two factors, he pointed out: (1) what it should know, that operations can be successful and profitable, and (2) information regarding operations which must be furnished annually to the FCC. From those two factors "has evolved a somewhat standard system of accounting," he added.

Income is broken down by type, such as sale of time, talent, news service, wire facilities, etc. Time sales are divided into network and local and into programs and spot announcements, the latter being classified as live talent or transcription. Mr. Wagner suggested a further breakdown of time sales to include (1) national, (2) regional, (3) local.

Expenses generally are departmentalized, he explained, with four basic departments: technical, production or program, sales and administrative or general. All expenses, he added, are fairly stable except talent, copyright fees and program promotion.

"Most individuals would think that because of the determinable amount of cost of sales that a cost per unit of time of operation could be determined and selling rates predicated on such costs," wrote Mr. Wagner. "However, this would not be practical as a basis for establishing rates."

Mr. Wagner asserted that rates "at which a station sells its time must be based on other factors, and cost of sales, and selling and administrative expenses must be governed by income." He listed as factors the station's power and frequency, population and potential listening audience both in the primary and secondary areas, type of audience (urban or rural), whether station is a network affiliate, potential listening audience at different times of the day and night, on week days and Sundays.

Sales, technical and program departments each owe a responsibility to the accounting department, according to Mr. Wagner. When a contract is signed it should be in quadruplicate (if station contract is used), the original being retained by the sales department, one copy by the agency, a third copy to go into the station's correspondence file under the advertiser's name and the fourth to the accounting department.

"One important element must be kept in mind throughout this whole system," cautioned Mr. Wagner, "and that is that records are maintained in the name of the advertiser and not in the name of the advertising agency until the billings are completed and then the account receivable is maintained in the name of the advertising agency to whom the station looks for payment for the services rendered."

The sales department next makes out copies of "Schehule Information" with rate and time information. Copies go to continuity, publicity, program, transcription and to a clerk in the sales office. From that record the sales department clerk maintains daily card records of commercial shows.

Copies of the program schedules, issued daily by the program department, go to announcers and engineers. The technical department must keep daily logs (required by the FCC) in duplicate, the original being retained in the

(*Continued on page 56*)

Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

THE FRIENDLY GROUP

WSTV STEUBENVILLE, O. JOHN LAUX, MGR. MUTUAL

WFPG ATLANTIC CITY, N. J. EDDIE KOHN, MGR. BLUE NETWORK

WJPA WASHINGTON, PA. JOHNNY CROFT, MGR. INDEPENDENT

WKNY KINGSTON, N. Y. LOU STEKETEE, MGR. MUTUAL

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

OUT-FLANKED

Your product IS out-flanked in the Hartford Market — unless you cover the entire trading area. WDRC — the basic Columbia station for Connecticut — gives you complete coverage of Connecticut's Major Market.

USE WDRC TO CONNECT IN CONNECTICUT

CBS

Powerful Popular

WCAO

The Voice of Baltimore

★ America's 6th City in Population.

★ Maryland's Oldest Broadcast Station.

★ Columbia Basic Outlet, Since 1927.

★ 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.

National Sales Representative

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

THERE MUST BE *Something Special* ABOUT OREGON

THESE FAMOUS FIRSTS CAN'T ALL BE ACCIDENTS

TWICE THE NATIONAL AVERAGE PER-CAPITA INCOME
HIGHEST DONATION OF QUININE FROM OREGON DRUGGISTS
PORTLAND AREA SHIPYARDS ARE RIGHT ON SCHEDULE WITH TRANSPORTS
LED NATION IN SALES OF 5th WAR LOAN SERIES 'E' BONDS
BLOOD DONATIONS ARE AMONG THE NATION'S HIGHEST
WAC RECRUITING LED THE NATION IN OCTOBER— 153% OF QUOTA

KEX is proud of these records . . . and proud to serve a market whose citizens are alert to every patriotic appeal.

"VOICE OF THE OREGON COUNTRY"

KEX

THE BLUE NETWORK
PORTLAND, OREGON

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.

Jett Charges FCC Violates Own Rule In WOI Early Morning Special Grant

EARLY MORNING operation of WOI Ames, Ia., with power reduced to 1 kw, effective when granted Dec. 9 by the FCC by a 3-2 vote, is a violation of the Commission's own regulations, Chairman E. K. Jett pointed out in a dissenting opinion, in which Commissioner Norman S. Case concurred.

Concurring in the majority opinion that farm news and market information proposed to be broadcast by WOI "would be of special value", Chairman Jett wrote that the opinion disclosed "a number of other stations" in Iowa broadcast such information in the early morning hours. "Furthermore, the application may not be granted under the provisions of Sec. 3.87," wrote the chairman:

Sees Many Requests Ahead

"It is my opinion that a deviation from this rule will result in the flow of a large number of applications requesting similar treatment, which, if granted, would result in serious interference with broadcasting and the piecemeal repealing of this rule," he concluded.

Under the finding WOI, operated by Iowa State College, may broadcast from 6 a.m. to 8 a.m. during December, January and February and from 6 a.m. to local sunrise at all other times. KFI protested on the grounds that early morning operation would interfere with the KFI signal. Both stations operate on 640 kc with KFI the dominant 50 kw outlet and WOI a daytime station of 5 kw.

In its opinion the FCC said, the "service which this applicant proposes to render is shown to be of special value and of public interest". Operation of WOI at 6 a.m. on 5 kw would cause "substantial interference" with KFI, the conclusion stated, adding "a substantial service may be provided" without interference at 1 kw power.

Commissioners Durr and Walker, in a special concurring opinion, said they felt WOI's application should have been allowed in full and a special service authorization issued for operation at 5 kw from 6 a.m. to local sunset. The decision means, the opinion said, that WOI must go off the air from 8-8:30 a.m. in December, 8-8:45 during January and 8-8:15 a.m. in February.

Contending that the early morning programs of KFI "consist mainly of recorded and transcribed musical entertainment and advertisements, except for a news program carried at 6:15 a.m., and a national network program known as the *National Farm & Home Hour*," Commissioners Durr and Walker held, on the other hand, that the early morning market news proposed by WOI "may well decide for the farmer the very practical question as to whether he will spend the day hauling his produce to market or working on his farm."

Commissioners Durr and Walker wrote they were "not impressed with the testimony offered as to the general listener audience of WHO Des Moines, or with the fact that WHO also carries an early morning farm program." They pointed to a Commission general order adopted June 7, 1940, permitting all daytime and limited time stations to begin operation at 4 a.m., local standard time, and to revocation of the order by adoption of Sec. 3.87.

"We feel that in any case where a rule which we ourselves have adopted serves to defeat the public interest, such rule should be modified or amended, or repealed if necessary, to the end that public interest will be paramount," concluded the concurring opinion.

On Aug. 3, 1943, the Commission granted WOI special authorization to operate with 5 kw from 6 a.m. to local sunrise, but on protest of KFI the grant was set aside and application designated for hearing. Again the FCC granted the special authorization and on protest from KFI designated the case for oral argument, which was held last Nov. 29.

James G. Patton, president of the National Farmers Union, had written the Commission, urging that the WOI application be granted but that the FCC take no action until after the arrival of Paul A. Porter, nominated by President Roosevelt to succeed James Lawrence Fly, who resigned Nov. 15 as chairman [BROADCASTING, Dec. 11].

CBC Terms Expire

TERMS of three governors of the Canadian Broadcasting Corp., have expired, but new appointments have not yet been announced. Those whose terms are up are J. Wilfred Godfrey, K. C., Halifax lawyer; Very Rev. W. Eastland Fuller, Saskatoon; and Dean Adrien Pouliot, Montreal educator. Appointments for renewal of their three year terms or of replacements are made by the Canadian government.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

Wichita KFH

WICHITA IS DIRECTLY IN THE CENTER of the intersection of global over-land routes recommended as main arteries for postwar transport . . . for maximum economy, safety and favorable operating conditions.

With its four major airplane factories . . . its strategically located aircraft equipment plants . . . its conveniently based petroleum production and refineries . . . Wichita offers unlimited opportunity for expansion, with the already planned cooperation of city and state.

Wichita is looking forward to a great future in aviation; and forward looking advertisers are looking to Wichita and KFH for greater peacetime opportunities. Hooperated, too . . . See any Petry Office for details

KFH
WICHITA
CBS 5000 WATTS DAY & NITE CALL A PETRY OFFICE

WINN
LOUISVILLE

Basic Blue Network

Represented by
PEGGY STONE, New York
GEORGE ROESLER, Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

World's services to

CASA CUGAT. *156 programs . . . 15 minutes.* Cugat and his orchestra, chorus and vocalists in a high-style program of Latin rhythms.

JAM SESSION. *156 programs . . . 15 minutes.* Jazz musicians, picked from bands all over the country, make this an "all star" program of authentic jazz.

MANDRAKE THE MAGICIAN. *156 programs . . . 15 minutes.* Millions follow his adventures in newspapers. Now millions more will tune him in on this fast-moving show.

The new WORLD FEATURES . . .

headliner radio shows at budget prices

Whatever the type of transcribed radio show you require – World has it available, or can "custom-build" it for you. World's unexcelled facilities, its resources of skilled writers, directors and producers and its years of experience are at your service. World, also, has top talent to offer you. As a subsidiary of Decca Records, Inc., World has access to many outstanding stars of stage, screen and radio.

The new WORLD FEATURES, only four of which are illustrated here, have met with wide approval. They are high calibre shows, built to fit all budgets, large or small. It will pay you to check with World FIRST when you are seeking a transcribed show. Not only is there a varied group of excellent World Features now ready to go on the air, but new Features are continuously in production. WORLD HAS THE FEATURE YOU WANT — OR CAN BUILD IT FOR YOU!

SONGS OF PRAISE. *156 programs . . . 15 minutes.* Devotional music of distinction and dignity by the Hamilton Quartet, accompanied on the organ by George Broadbent.

Special open-end shows on a syndicated basis

★ ★ ★

World is in a position to produce special open-end shows to meet your individual requirements and designed for specific markets or radio stations. Through syndication of these shows in all other markets World absorbs part of the costs. In this way are combined the advantages of your own open-end shows with the economy of the syndicated feature. We will be happy to give you further details of this plan.

★ ★ ★

Radio Broadcasters

World Program Service Library . . . an invaluable aid to stations in good programming

Keeping radio audiences continuously interested calls for resources far beyond the reach of most individual stations. That's why 300 leading stations use the famous World Library, giving them what they need to attract and hold audiences – as well as sponsors!

3700 SELECTIONS of the basic World Library cover every program requirement, from fanfares to complete shows. At least fifty new selections are added each month to keep programming up to the minute.

FAMOUS ARTISTS and big-name orchestras are featured on World Library transcriptions. Through affiliation with Decca Records, Inc., World has access to some of the most brilliant talent in the entertainment world.

CONTINUITY SERVICE. To help stations arrange interesting programs, World sends them carefully planned continuities – seventy-eight programs each week. These complete shows are ready to go on the air, as sustaining or sponsored productions.

FAITHFUL REPRODUCTION. World's Vertical-Cut Wide-Range transcriptions, developed by Bell Laboratories and Western Electric, are famous throughout the radio world for fidelity and clarity.

* * *

Full details on World's services will be sent upon request. Just write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y. or to any World branch office in the cities listed below.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK · CHICAGO · HOLLYWOOD · WASHINGTON

FIRST

with NATIONAL SPOT and LOCAL TIME BUYERS

Not just this year— But, every year, Continuously

WRC

Represented by NBC Spot Sales

Washington

WIP EXCLUSIVE
Servicemen Interviews Shortwaved Via BBC

UNDER an exclusive arrangement with the BBC, WIP Philadelphia interviews local servicemen and women now stationed on the western front, and shortwaves the programs via a special transmission channel, to its home studios which reairs them for regular transmitter pickup. WIP has the only shortwave length in Philadelphia for such work.

The 15-minute broadcasts, called *Transatlantic Salute*, are held every other Sunday at 3:15 p.m. To make sure that the families of those being interviewed are tuned in, WIP notifies them a few days in advance and also sends them recordings of the broadcast.

Paulsen Is Producer

Producer and announcer for the show is S/Sgt. Varner Paulsen, a WIP production man now in London with the Army Special Services. The equipment was bought about a year and a half ago at a cost of about $4,000. Then the studio began unwinding the necessary red tape and in two months the details were arranged, the program cleared, and the show went on the air. Though most of the broadcasts originate in London, the show has, on occasion, moved into France and down into Italy, via a special wire recorder flown into the field. At least once the wire recorder was flown hastily into France to "pick up" a participant who was shipped out between rehearsal time and the day he was scheduled to go on the air.

Hopper Case Retired

REVERSING a decision of the Los Angeles Federal Court in the $500,000 damage suit filed by Hedda Hopper, Hollywood radio-movie commenator, against Lennen & Mitchell Inc., and the Andrew Jergens Co. for alleged repudiation of contract, Circuit Court of Appeals in San Francisco last week ordered the case retried. Suit was instituted in the fall of 1942 and was the outgrowth of an alleged breach of two contracts by the agency.

Purely PROGRAMS

AT Midnight Dec. 24 WLW Cincinnati will air the traditional Christmas Mass, carried each Christmas Eve from the Cathedral of St. Peter and St. Paul in neighboring Norwood, O. From 11:30-12 Midnight station will present a program built around the theme, "Christmas, Past, Present and Future," with highlights including a Little Children's Choir in Chungking; an English choir singing traditional English carols; and the presentation of future holiday seasons when servicemen are home again. James Cassidy, WLW war correspondent on the Continent, has arranged a special broadcast for the occasion with servicemen in Europe singing "White Christmas".

* * *

WKY Xmas Shows

ON CHRISTMAS Eve, for 14th consecutive year, WKY Oklahoma City will broadcast the celebration of Midnight Mass from the Cathedral of Our Lady of Perpetual Help. *Women Commandos*, for second year, will be aired from the Crippled Children's Hospital and will feature a chorus of WAVES from local training station.

* * *

Ziv Christmas Series

FOR the pre-Christmas week of Dec. 17-23 Frederic W. Ziv Co., Cincinnati, has prepared a special Christmas program of the *Calling All Girls* transcribed series, consisting of Christmas music built around a special Yuletide party program.

* * *

WSPD Yuletide Show

WSPD Toledo will broadcast a musical and dramatic program at 10:30 p.m. Christmas Eve, featuring a 68-voice choir, a vocal trio and interpolations by members of the staff.

* * *

WFBL Special Event

WFBL Syracuse on Dec. 17 broadcast a quarter-hour portion of the two-hour exercises dedicating the municipal Christmas tree.

KYA Air Editorials

EDITORIALS on the air are given by Don Fedderson, manager of KYA San Francisco, as a public service to acquaint citizens and civic authorities with their public duty to make the city as attractive as possible to visitors. The first one-minute editorials, which are presented separately from the station's regular newscasts, stress importance of citizens inviting servicemen and women to their homes as guests for Christmas dinner.

* * *

KMPC Quiz

VIGNETTE of a city or state is clue for *Know Your America*, daily cash telephone quiz show started on KMPC Hollywood. Answer is given on the air, then five telephone numbers in Los Angeles area are called, with bonus of $10 in War Stamps, if person's answer is correct. Incorrect answer brings $1 in War Stamps.

* * *

WSBA Opera Notes

EACH Friday during the Metropolitan Opera season, Louis Vyner, executive director of WSBA York, Pa., conductor of the York Symphony and director of York's New School of Fine Arts, will air a program of notes and highlights of each opera, with stories about various Metropolitan artists he has known during his many years in the music world.

* * *

Education Show

COOPERATING with the Cleveland and Suburban Boards of Education, WJW Cleveland on Dec. 3 presented the first in a series of panel discussions from high school assemblies between outstanding educators, Dorothy Fuldheim, WJW news analyst and lecturer, is moderator. Programs are recorded several days in advance for the Sunday playback.

* * *

KSD Professors' Show

PRODUCED entirely by professors of Principia College, St. Louis, *Faces & Places in the News*, sponsored on KSD St. Louis by Florsheim Shoe Co., 9:45-10 p.m., features account of a place in the news and associated personality.

How to Have Fun with a Hooper

[ESPECIALLY IF YOU ARE THE BLUE NETWORK]

RIP open the envelope, and there it is: The Hooper daytime report for November.

You sit down and figure what it means. Research peers over your shoulder to make sure you don't get fancy with the figures. Research is a cold fish about figures. No imagination. If you're not careful, some one says: "That's not what the figures prove," and you're right back where you started.

However, go through the new daytime Hooper, and you come out with a scoreboard that even Research will go along with.

SCOREBOARD: QUARTER HOURS DAYTIME
DURING NOVEMBER

Blue gained listeners with 32, lost listeners or stood pat with 8.

CBS gained listeners for 26, lost or stood pat with 14.

NBC gained listeners for 24, lost or stood pat with 16.

Mutual gained with 14, lost or stood pat with 26.

This adds up to the inescapable conclusion that *Blue gained more headway on daytime shows during November than any other network.* It proves again that only a switch of the dial separates the three great networks.

Now go back to the front page of the Hooper and see what you missed: A note that Sardi's second quarter hour with an 8.5 (last November it was 5.9) is the Number 1 daytime show. CAB discovered that last week, now Hooper corroborates it. And Sardi's is the *only* daytime show among the first ten with commercial competition on the other two major networks.

So you can see why we have such fun with the Hoopers these days. Almost every Hooper that comes along gives us a lift because it indicates how soundly and steadily we are growing—getting a stronger and stronger hold on listeners. And our clients are being shown added reasons for cuddling up to their franchises. To put it bluntly, gentlemen, the Blue is *good business,* for it gives you the opportunity to sell goods at a lower cost of distribution:

1. Hooper puts us far out ahead of NBC or CBS or MBS on weekday mornings, and from 9:00 to 10:00 P.M.* Sunday night, and in other slots during the week when we have top shows.
2. In 561 U. S. counties where 81% of drugs are sold, and 77% of food; where 74% of the radio families reside; wherein are virtually all of the nation's big city areas, Blue has 90.4% coverage. NBC beats us with 98.3% coverage. But CBS is third with 89.9% coverage (all primary).

Now look at this: a nighttime half hour on the three networks bills so:

NBC	**$11,996.00**
CBS	**$10,886.00**
Blue	**$ 7,412.00**

See what we mean about the Blue being good business?

MORAL: IT IS SOUND POSTWAR PLANNING TO HAVE A FRANCHISE ON THE BLUE, AND A TOP-NOTCH SHOW TO PUT INTO IT. YOU GET A GOOD BUY, AND YOU GET THE STILL MORE IMPORTANT ADVANTAGE OF BEING ON DECK WITH *THE NETWORK THAT IS GOING PLACES.*

*Except in the last report when Fidler's time went to James F. Byrnes

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC.

THE Business OF BROADCASTING

T-H-S PARTY

TAYLOR-HOWE-SNOWDEN Radio Sales were hosts at a cocktail party held at the Drake Hotel Dec. 8, which all of Chicago radioland attended. Jane Finegan of Sherman K. Ellis and Jack Willem of Leo Burnett & Co., were recipients of genuine Texas boots at the drawing. Guests were served tequila as well as tortillas, chili con carne and hot tamales, plus bags of citrus fruits to be taken home.

Banks on WHYN

HADLEY Falls Trust Co., Holyoke and Chicopee, Mass., D c. 11 began sponsorship of Walter Compton, MBS comme tator, on WHYN Holyoke. Commercials will alternate between promotion for the pay-as-you-go checking account, and institutional copy. A second ba k, the Holyoke Savings Bank, has signed for sponsorship of *Music in the Air*, Monday through Friday 7:15 p.m.

KOA Hill-Billies

A NEW hill-billy show, *The Texas Valley Folks*, is being aired at 6-6:30 a.m. Monday through Friday and 10:45-11 a.m. Monday, Wednesday and Friday on KOA Denver. The group is now playing one night stands at theatres of the Fox-Intermountain chain.

Wright-Sonovox Shift

SHIFTING headquarters from Chicago to Hollywood, Wright-Sonovox Inc., producers of Sonovox (singing and talking sound), has expanded offices at 6331 Hollywood Blvd., Hollywood, and appointed Tracy Moore as western sales manager. Telephone is Hollywood 2151. Firm will continue to maintain Chicago and New York offices with Ward Hickock, vice-president and general manager, dividing his time between those cities and the coast. Mr. Moore, before making his new affiliation, was for more than three years western division sales manager of the Blue Network.

WFBL Employe Bonds

ON Dec. 7—third anniversary of Pearl Harbor—WFBL Syracuse sent each former employe now in the Armed Forces a V-mail letter announcing that a $25 War Bond had been purchased for him that day and would be given to him on his next visit home. There are 28 former WFBL employes now in the service.

Adventure Series

OMAR BAKING Co. is sponsoring *The Adventures of Omar*, half-hour juvenile transcription feature of Charles Michelson Radio Transcriptions, New York, on 20 stations in the Midwest, starting Jan. 1.

Havrilla Signed

ALBERT TURNER Factory Lofts, Jersey City, N. J., manufacturer of men's and women's clothing, has signed a 52-week contract with WHOM Jersey City for Alois Havrilla's five-weekly quarter-hour news commentary, the day after the start of the program under the station's new plan for increased English-language fare. Agency is Sawdon Adv., New York.

WBZ Home Forum

B. S. PEARSALL BUTTER Co., Elgin, Ill., on Dec. 12 began participation in *Mildred Carlson's Home Forum*, quarter-hour show on WBZ Boston. Contract for 52 weeks was placed by Schwimmer & Scott, Chicago.

Mail Order Santa

MONTGOMERY WARD & Co., Missoula, Mont., is sponsoring "Santa Claus" each afternoon at 5:15 on KGVO Missoula as part of its pre-Christmas promotion during December.

Grove on WISH

GROVE LABS., St. Louis, has signed for sponsorship of *Old Corral*, transcribed western musical series produced by Frederic W. Ziv Co., Cincinnati, on WISH Indianapolis. Agency is Donahue & Coe, New York.

Paper Co. Plans

NATIONAL PAPER PRODUCTS Co., a division of Crown Zellerbach Corp., New York, reportedly is planning to use radio for Nata-Pax, Nata-Pants, Nata-Clens disposable tissues. Wortman, Barton & Goold, New York, is the agency.

Maxwell Dane Named

HYGRADE Food Products Corp., New York, has appointed Maxwell Dane Inc., New York, new agency, to handle advertising. Meat products are promoted on a weekly participating program on WMCA New York, with show being piped to WEBR WXYZ WJW and WFMJ. Other stations with similar programs may be added in the near future.

Pied Piper

SAF-KIL RAT POISON Co., Benton Harbor, Mich., has started a campaign for Saf-Kil rat bait. O'Neil, Larson & McMahon, Chicago, is agency. Radio is said to be considered.

Jake Latham Is Named To Head WKRC Sales

WITH THE assumption of the general managership of WKRC Cincinnati, Herman Fast last week announced appointment of Jake Latham, veteran member of the sales staff, as sales manager. Mr. Fast previously had been promoted to succeed Kenneth W. Church who resigned a fortnight ago to become executive vice-president of WCKY Cincinnati.

Messrs. Fast and Latham have worked as a team since 1935, both

Mr. Fast

Mr. Latham

having joined WKRC the same year. In that year both were selling time and divided the Cincinnati market between them. During that decade, they saw many changes in the WKRC management, including shift from CBS, when the *Times Star* bought the station in 1939 from the network. WKRC then became a Mutual outlet. In June 1945 WKRC again joins CBS as a basic affiliate. The shift will be from WCKY, which has not yet announced its new network affiliation.

Besides this parallel radio history, both men are natives of Cincinnati and worked in sales before coming to WKRC. Mr. Fast was with Charles W. Breneman Co. of Cincinnati, the Berkey & Gay Co. of Chicago and General Outdoor Adv. Co. of New York prior to 1935. Mr. Latham sold automobiles and got a start with WKRC when he sold the then general manager a Cord.

Swift Regional

SWIFT & Co., Chicago (Bland Lard), on Nov. 20 began sponsorship of a quarter-hour show, *Food, Fashion & Fiction*, featuring Willette Bacon, Monday through Friday on 16 North Central Broadcasting System stations. Contract for 4 weeks was placed by J. Walter Thompson Co., Chicago.

A YEAR 'ROUND SANTA CLAUS

Not only at Christmas, but on the other 364 days, as well, WOAI consistently gives its vast listening audience the finest of NBC, TQN and local programs . . . and, as a result, gives its advertisers the most listeners—at the lowest cost—of any station in Central and South Texas.

To listeners and advertisers alike, a merry "year 'round Christmas!"

50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

KWJJ 1000 WATTS 1080 KC

FULL TIME STATION PORTLAND, OREGON

ABC NETWORK

STATION TIME

SPOT ANNOUNCEMENTS

CONTACT

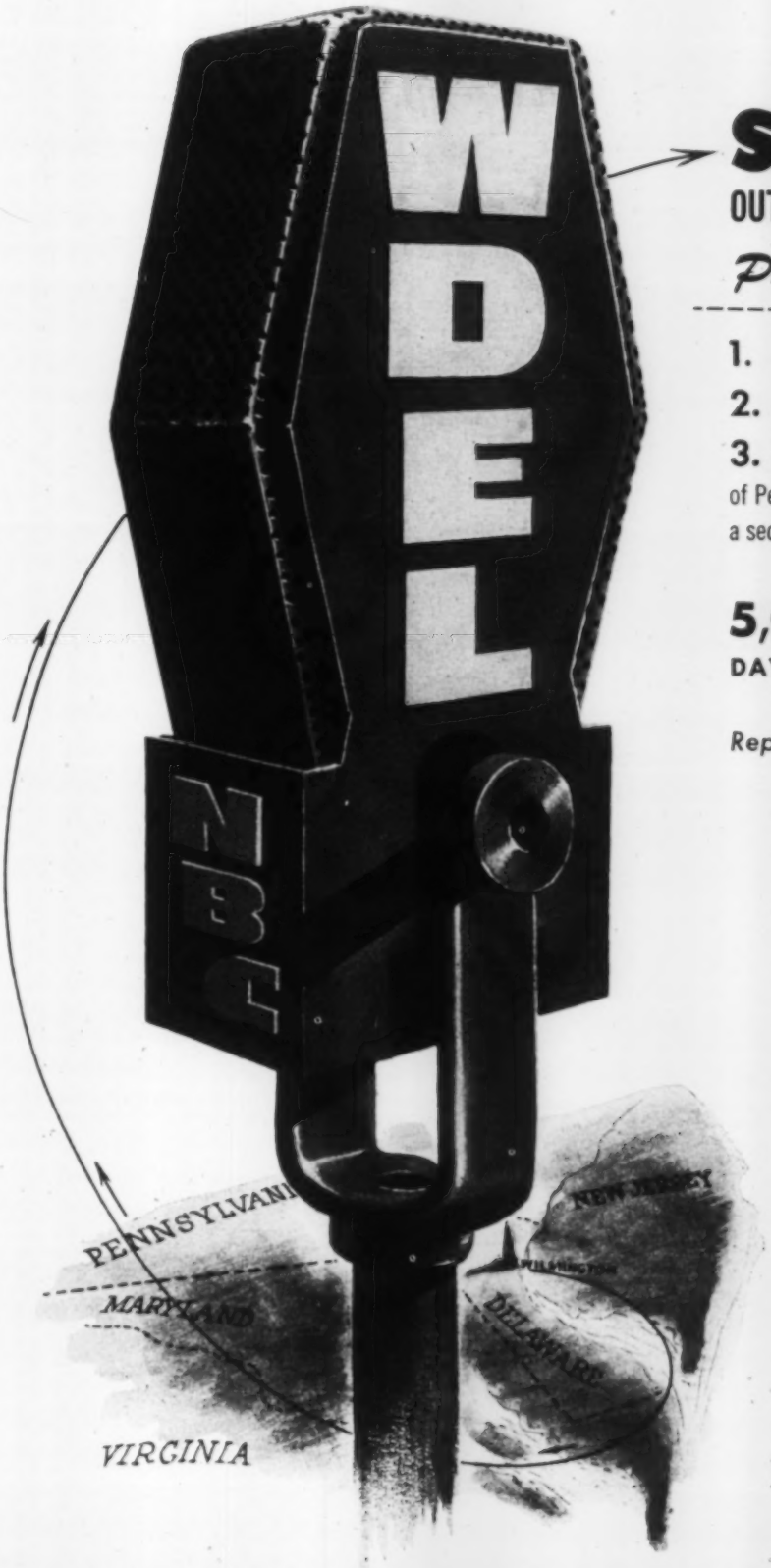
Burn-Smith Company, Incorp.

551 Fifth Avenue
New York 17, N. Y.

307 N. Michigan Ave.
Chicago 1, Illinois

368 Chamber of Commerce Bldg.
Los Angeles 13, California

Wilmington, Delaware



SELLS BECAUSE OF ITS OUTSTANDING LISTENER LOYALTY

Proof

1. **NBC** Basic Network
2. Recognized for its leadership in NEWS
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia— a section rich in industry and agriculture.

5,000 Watts
DAY and NIGHT

Represented by **RAYMER**

BULGING BA

Baltimoreans Await An Opp rt
With $419,000,000 Of Sav g

AMONG THE NATION'S LEADERS IN WAR BOND PURCHASE

In every War Loan Drive, Baltimore has been one of the first cities to go "over the top" and one of the leaders in percentage of over-subscription.

Purchases of "E" Bonds alone in Baltimore are estimated at more than $291,000,000—in addition to huge purchases of other types of "individual" bonds.

ALTIMORE BANKROLLS

pportunity To Buy Your Product
avings Accumulated Since 1940

SINCE JAN. 1, 1940 BALTIMOREANS HAVE SAVED:

"E" Bonds . . . $291,000,000
Savings Accounts . 89,029,000
Building Ass'ns. . . 39,355,000

TOTAL $419,384,000

Baltimoreans look toward "reconversion" with anticipation - - not apprehension! For, not only are there 116 different types of peace time industries looking for workers, but thrifty Baltimoreans have built up a backlog of over *419,000,000 dollars* in savings *since 1940!*

Baltimore is a great and growing market - - and for 25 years its growth has outstripped other Eastern seaboard cities.

For today and tomorrow - - it's a great place to invest your advertising dollars. And, of course, Baltimore's great advertising medium is WBAL.

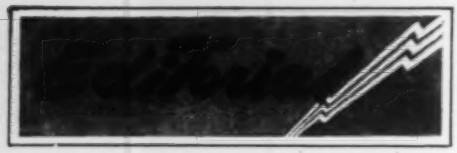
★ **BASIC NBC NETWORK** ★

NBC

WBAL means business in Baltimore

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.



Stand Up and Fight: II

IT'S STILL the same old refrain from James Caesar Petrillo—threats, intimidation, coercion and defiance of Uncle Sam. He has crushed the opposition from the President down in the recording fight. Now he starts the routine all over again by telling NBC and Blue that unless they hire AFM members as platter-turners, he will call a series of wild-cat strikes. The fact that the National Labor Relations Board has given NABET jurisdiction over platter-turners, except in Chicago, makes no difference to Jimmy—play his way or else.

Thus, the networks involved face a two-edged strike threat—from AFM if they don't go along with Jimmy, and from NABET, which has a Government ruling in its favor. Jimmy, to use the words of Blue President Mark Woods, will order "a series of wildcat strikes by withdrawing musicians from our programs at sporadic intervals."

There's no law to protect industry or public against labor monopolies, however highhanded they may be. That's because public opinion has not demanded it, and Congress is loath to act unless it knows the public's mind.

There's but one answer now, since all others have failed. Arouse public opinion! Let Jimmy do his worst. Let Jack Benny put on his program without music and tell the public why. Let Coca Cola fill in its Spotlight Band program with an explanation of why the words and no music. Let radio itself carry its case to the public. Let NBC and Blue call in their advisory committees of station executives.

Again we plead: Stand up and fight. It's high time to call Petrillo's bluff—before he essays to take over the combined operations of all stations and networks. Jimmy can defy the President and the courts. But can he defy the supreme court of public opinion?

Video Vision

TELEVISION had its debut as an entity last week. Some 1,000 interested people looked in on the Television Broadcasters Assn. first annual conference. They didn't see new or startling things. But they had plenty. Relatively few standard broadcasters were there. There were many delegates from motion pictures, equipment manufacturing, and, significantly, from advertising agencies. The vast majority were New Yorkers.

The standard broadcaster has a rightful heritage in the new developments which spring from the soil he has cultivated, but it will not come as a bequest. He must assert his purpose and stake his claim with the same courage which gave him leadership in aural radio.

Broadcasters have seen this year two conventions—FMBI and TBA—which, if they do not divide the ranks of leaders in this art, serve to divide its purpose. It would seem to be time that they, speaking through NAB take more than casual interest in tomorrow, even at the expense of today. Broadcasters cannot turn their backs on new developments. To do so is to turn their backs on destiny.

BBC's Kept Radio

FROM TIGHT little Britain the other day came a discordant radio voice. W. J. Haley, director general of the BBC, sought to put the quietus on reports that the BBC or any part of it would go commercial upon expiration of its charter next year.

But in so doing Mr. Haley, late of the *Manchester Guardian*, disparaged American radio. There is a conception of broadcasting, he said, that envisages it "as something to be exploited, something to make money out of". Then, he commented, "In our British wisdom, we have decided the other way * * *" [BROADCASTING, Dec. 4]. He said the BBC postwar three-ply service would put Britain ahead of any other listeners in the world, but in the next breath lamented that until Britain "has its Hollywood it is no use blaming the BBC for not finding stars that are non-existent."

This is a wail of despair. Practically every returning observer bemoans the mediocrity of British programming. British papers as well as British visitors say England's favorite indoor sport is kicking the BBC around. The prewar success of the commercial Normandie and Luxembourg stations, performing American transcriptions and recordings has been laid at BBC's doorstep.

Came the war and the introduction of current American programming through the American Forces Network. AFN picked up some 5,000,000 British listeners who, to BBC's chagrin, eavesdropped on the military.

Without attempting to turn the Haley brand of rhetorical handspring, we wonder whom he thinks he's kidding when he berates commercial radio as something foreign to the British dominions. Canada, Australia, New Zealand and South Africa all have commercial radio. For years they have been buying up our transcriptions, records and off-the-line recordings. Canadian stations carry our network service.

American radio is great and is emulated by practically every nation in the world save the dictatorships and England, because there is the competitive spirit and the incentive to excel. How England can harbor a free press and a kept radio is hard to fathom. It's one or the other. England's theatres are competitive and therefore good. The same for its press.

It is not for us to tell Britain what to do when the BBC charter expires next year. Nor should Mr. Haley tell us what to do with ours.

Based on prewar trends and what has happened in the British dominions, it appears a distinct disservice will be done the British people if the "American Plan" isn't adopted. It may well force listening elsewhere—to many Normandies and Luxembourgs—or to American shortwave. We hear, too, that commercial franchises will be authorized in South Ireland, within easy earshot of England.

With touching restraint, Mr. Haley also promises big things in television in which he modestly observes: "BBC led the world before the war". But he didn't say that BBC used American patents under license. Geographically small, England introduced limited television first, using RCA patents, because of the 1939 miscarriage of television regulation, well-known in this country.

A final word: In America listeners are given what they want, not what career bureaucrats think they should have.

Our Respects To —

PHILIP RANDOLPH HOFFMAN

IT MIGHT be said that Phil Hoffman, newly elected vice-president of the Cowles Broadcasting Co. and supervisor of operations of KRNT Des Moines and WNAX Yankton-Sioux City, has traveled in circles.

Back in 1937 he was the top salesman for KRNT-KSO Des Moines, when he left for the national sales managership of the Harry Wilder group, WSYR Syracuse, WJTN Jamestown, N. Y. and WNBX Springfield, Vt.

After that hitch with the Wilder stations he returned to WNAX, another Cowles owned station, as commercial manager. When Robert Tincher, now a major in France, joined the Army, Phil was named station manager by Col. Luther L. Hill, then general manager of KRNT and WNAX. Col. Hill is now serving with the Army Air Forces and stationed in Miami, Fla.

It was during Phil's regime at WNAX that the 927 foot radio tower, tallest in the Americas, was constructed, and the WNAX Midwest Farmer's day was inaugurated. Several national advertising agency directors claim the latter is the biggest individual station promotion to be staged in the world. In 1943, 35,000 people attended the affair, which was held in Yankton, a town of 6,000 population, and in 1944 the attendance swelled to 60,000. A typical midwest farmer is named from the five agricultural states, Iowa, Minnesota, Nebraska, North and South Dakota. Governors of the five states, leading military figures, name entertainers are present.

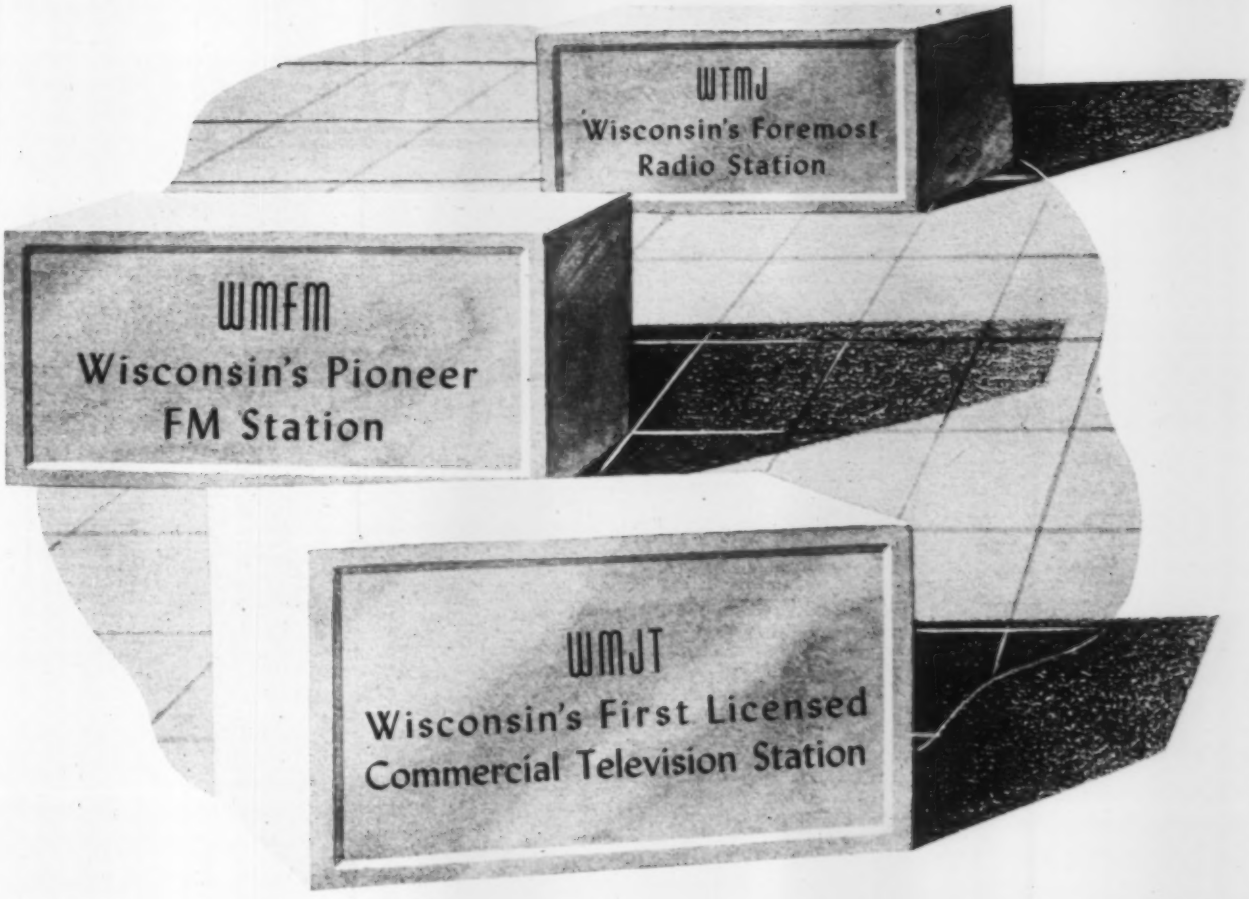
It was also during Phil's reign that the WNAX studios in Sioux City, Ia., were developed until they now have a complete staff, including newsmen, salesmen, entertainers and a resident station manager.

Phil, in his new post, succeeds Craig Lawrence, who is a Cowles vice-president and directing supervisor of WHOM New York-Jersey City and WCOP Boston, with headquarters in New York.

The story of Phil Hoffman in radio reaches back to 1927 when he first worked as a traffic man for a mail order house in Muscatine, Ia. It was one of those companies which owned its own broadcasting station and sold its own merchandise over the air. On days when an announcer didn't show up, Phil was pulled from his books to broadcast . . . from then on as others on the staff left, young Hoffman acquired their jobs. What his title would be depended on the whim of the moment and it was everything from station manager to program director. The station, now passed on, was KTNT.

From Muscatine he went to KFJB Marshall-

(*Continued on Page 50*)



CORNERSTONES IN WISCONSIN'S RADIO HISTORY

Milwaukee Journal radio stations are pledged to bring Wisconsin the finest in radio. Today WTMJ and WMFM are serving the people of Wisconsin with both AM and FM broadcasting that is among the nation's finest. Tomorrow television will add another link to this service. In the future, as in the past, look to Milwaukee Journal radio stations for leadership in their fields.

THE MILWAUKEE JOURNAL STATIONS

WMFM FM | WTMJ AM Basic-N.B.C. | WMJT TELEVISION

HOGGING IT

Odd as it seems, some self-styled "farm editors" are apparently forgetting to put market reports—latest farm news—new requirements—new developments, and the like—into their solitary "farm program" a day. Instead they are using nightclub gags, general nonsense, and jive records!

The results: Pathetic! If farmers liked that sort of thing, they'd probably go "whole hog" and putter around in their fields with top-hat, gloves, and cane.

Bluntly, the farmer isn't that way and you don't sell him that way. KMA knows, for the farmer has always been its specialty. That's why KMA pulls *twice* as much audience mail as its highest-ranking competitor. That's why KMA is noted and respected as the No. 1 Farm Station in the No. 1 Farm Market.

But to reach and sell in this market, act now, please. Good program time is like all other good things—scarce! Make it easier for yourself and harder on your oposition by calling Free & Peters today about your KMA availabilities.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA

FREE & PETERS, INC.
Exclusive National Representatives

Our Respects to

(*Continued from page 48*)

town, Ia., where he sold advertising. It was then a 100 watter, but he was prohibited from making sales in the town proper so everything sold usually was Des Moines sponsored. Phil later became manager of the station. He succeeded the late Merle Easter, who was electrocuted while repairing some studio equipment.

When the late Harry Shaw, past president of NAB, owned and operated WMT in Waterloo, Hoffman joined his organization as commercial manager. Not too long after that Gardner Cowles Jr. was testing his radio ambitions on WIAS Ottumwa and Hoffman was invited to become station manager.

Later WIAS was merged with another Cowles owned station, KWCR Cedar Rapids, which, with the acquisition of WMT Waterloo, was destined to become WMT with studios in Waterloo and Cedar Rapids. When WIAS and KWCR were merged, Phil went to KSO which by this time was broadcasting from Des Moines. He worked as a salesman for KSO until March 1935, when KRNT was organized, then added the duties of selling for KSO and KRNT until 1937, when he headed east.

Phil, who is just 40, married his school girl sweetheart, Jean McRoberts, and they have a 6-foot-3 son, William, 17, who is a senior at Pillsbury Military Academy in Owatonna, Minn.

Personal NOTES

MAJ. PURNELL GOULD, former commercial manager of WFBR Baltimore, now with the Armed Forces Radio Service, has returned from the Pacific where he was theatre radio officer in the South Pacific and more recently the Central Pacific. He was instrumental in setting up both the Mosquito Network and the Pacific Ocean Network for the AFRS.

RUSSELL O. HUDSON, sales service manager of the Blue's western division, has been named to the network's Hollywood sales staff to supervise the sales service department.

HOWARD BUCKNELL Jr., former Minister Counselor of the American Embassy in London and Minister since Jan. 1944, has been named special assistant to **SOSTHENES BEHN**, president of International Telephone & Telegraph Corp. Mr. Bucknell was in the diplomatic service more than 25 years.

COL. JAMES E. HUFFMAN, former chief of the New York accounting office of the FCC, is now inspector general of a U. S. Army Corps in the Netherlands East Indies. He previously had been assistant inspector general on the staff of Gen. Douglas MacArthur in the Far East.

McLaughlin Promoted

ROY McLAUGHLIN, sales manager of WENR Chicago and national spot sales manager of Blue central division, has been appointed general manager of WENR, it was announced last week by E. R. Borroff, vice-president of the Blue central division. Mr. McLaughlin was formerly a network salesman in the central division and prior to joining the station spent several years in the local and national advertising departments of the Hearst Publications, Chicago. Mr. McLaughlin will retain his duties as sales manager and national spot sales manager.

WILFRID EGGLESTON, director of censorship for Canada, and chief press censor since September 1939 when Canada declared war, has resigned effective Dec. 31 to return to newspaper work.

GEORGE MOORE and **LEO E. SPAETH**, both of the WCKY Cincinnati sales staff, were elected second vice-president and member of the board of directors, respectively, of the Cincinnati, Assn. of Manufacturers' Representatives.

DR. AUGUSTIN FRIGON and **DONALD MANSON**, general manager and assistant general manager respectively of the Canadian Broadcasting Corp., Ottawa, are in Mexico, presumably in connection with the next meeting of the Havana Treaty convention.

J. REG. BEATTIE, commercial manager of CHML Hamilton, Ont., has opened an office at 217 Bay St., Toronto, as exclusive representative of CHML. He was formerly with Toronto offices of Northern Broadcasting & Publishing and All-Canada Radio Facilities.

HUMBOLT J. GRIEG of the Blue Network sales staff has been made manager of the sales development division of the promotion and advertising department. **PHILIP FRANK** of the promotion division has been transferred to the sales development division to work with **MR. GRIEG**.

CLARENCE L. MENSER, NBC vice-president in charge of programs, for his cooperation with the motion picture industry in the promotion of War Bond sales, has received a gold medal, conferred by the MPI's War Activities Committee.

FRANK ROEHRENBECK, general manager of WHN New York, has taken on additional duties as program director. **FRED RAPHAEL** held the post until last Friday when he resigned to move to Los Angeles, where he will represent Shapiro Bernstein & Co. and eastern music companies to sell synchronization rights to tunes. **LOUIS CARINO** shifts from WHN's night operations department to assist **MR. ROEHRENBECK** and to serve as program supervisor.

M. G. COOKE, former assistant general manager of Press Wireless, New York, has been appointed manager of the Latin-American Division of the company, a new position. **MR. COOKE** joined the staff of Press Wireless in 1932 as an operator in the San Francisco office. Since then he has served the company in various capacities in Tokyo, Shanghai, Manila, London and in South America.

POSTWAR PLANS SURVEY* SHOWS . . .

Count on Worcester's home owners and renters for postwar buying action.

This survey indicates plans for modernizing or repair by 51%, with painting, redecoration, new roofs, oil burners, kitchen units, and bathroom units most frequently mentioned.

Half of the present tenant group hope to buy or build.

Eight out of ten want a conventional house design.

62% prefer the suburbs to the city.

71% will demand square footage in excess of the customary house lot.

These are the wants of the WTAG audience, the high industrial wage level group which establishes the importance of Central New England as a major market, and which gives WTAG such consistently high Hoopers. This is the huge audience you can reach complete, in one way only—through WTAG—from the INSIDE.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG 7th WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

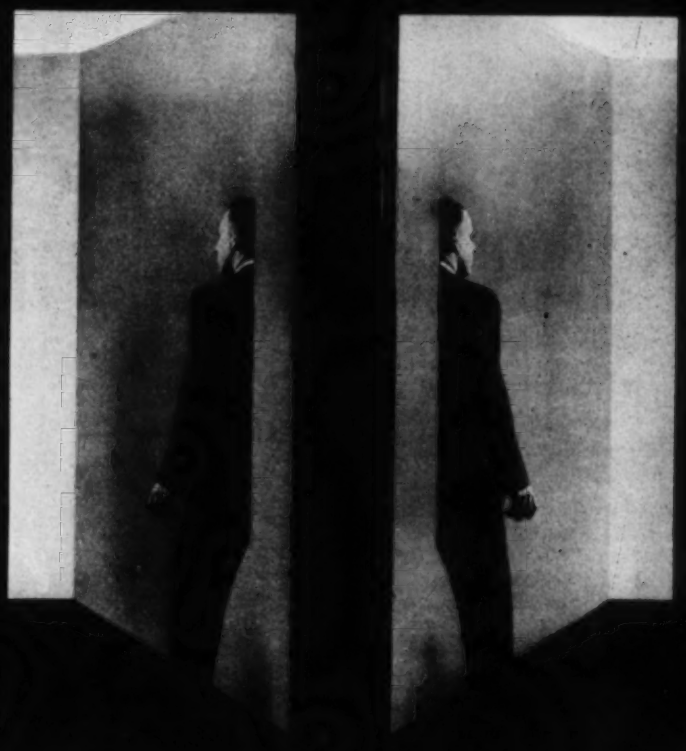
YOUR MARKETS ARE MOVING *South!*

We sell the new **Savannah Seaboard Market**—at the *lowest per-person cost of any medium.*

NBC

WSAV
SAVANNAH

GEORGE P. HOLLINGBERY CO



Neatest trick of the week?

Ever walk into two rooms at once? Nothing to it! It happens every time you step into an NBC studio. And it's done by walls . . . not mirrors.

For every studio *is* two rooms—one room floating inside another room—an engineering achievement to assure the highest degree of soundproofing.

NBC has 32 of these four-sided rooms with eight walls . . . each studio fortified with double ceilings, double walls, double floors . . . the inner one being completely suspended and isolated from the outer one so that there's no metal to metal, no masonry to masonry.

That's why you could say of each of NBC's Radio City studios—"It floats—and it's 99$^{44}/_{100}$ per cent pure quiet."

Result? Freedom from vibration while transient sound waves meet sudden death the moment they approach. In this way a symphony in one studio hasn't a chance of intruding upon a drama in the one next door.

* * *

Of course, it might be possible to get by with less . . . but NBC likes to make sure. This is just another example of how NBC strives for perfection in every field of radio. It is the grand total of many things . . . large and small . . . done well which helps to make NBC "*The Network Most People Listen to Most.*"

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

Network of

NBC leads the field in

BOB HOPE—Pepsodent
Champion of Champions
Best Comedian
Best Comedy Show

INFORMATION PLEASE—Heinz
Best Quiz Show

BING CROSBY—Kraft
Best Master of Ceremonies
Best Male Vocalist (Popular)

JOHN CHARLES THOMAS—Westinghouse
Best Male Vocalist (Classical)

JOAN DAVIS—Sealtest
Best Comedienne

BILL STERN—Colgate
Best Sports Announcer

DINAH SHORE—General Foods
Best Feminine Vocalist (Popular)

FIBBER McGEE & MOLLY—Johnson's Wax
Best Comedy Team

THE ARMY HOUR—NBC
Best War Program

ARTURO TOSCANINI—General Motors
Best Symphony Conductor

Champions

d in Fame-Motion Picture Daily Poll

• For the past nine years, or ever since the Fame-Motion Picture Daily Poll began, the highest honor—"Champion of Champions"—has gone to an NBC star. This year it's Bob Hope for the fourth successive time. Other NBC programs and personalities are champions, too, taking a grand total of 13 first places . . . more than all other networks combined. And once again NBC's Press service was rated the best in the business.

CHAMPION OF CHAMPIONS
3 out of 5 on NBC
Bob Hope (Pepsodent)
Bing Crosby (Kraft Cheese)
Jack Benny (Lucky Strike)

BEST COMEDY SHOW
3 out of 3 on NBC
Bob Hope (Pepsodent)
Jack Benny (Lucky Strike)
Duffy's Tavern (Bristol-Myers)

BEST COMEDIAN
Top 2 out of 3 on NBC
Bob Hope (Pepsodent)
Jack Benny (Lucky Strike)

BEST COMEDY TEAM
2 out of 3 on NBC
Fibber McGee & Molly (Johnson's Wax)
Abbott & Costello (R. J. Reynolds)

BEST WAR PROGRAM
Top 2 out of 3 on NBC
The Army Hour
Words at War

BEST FEMININE VOCALIST (Popular)
Top 2 out of 3 on NBC
Dinah Shore (General Foods)
Ginny Simms (Philip Morris)

BEST MALE VOCALIST (Popular)
Two out of 3 on NBC
Bing Crosby (Kraft Cheese)
Dick Haymes (Electric Auto-Lite)

BEST MALE VOCALIST (Classical)
Top 2 out of 3 on NBC
John Charles Thomas (Westinghouse)
Richard Crooks (Firestone)

BEST MASTER OF CEREMONIES
Top 2 out of 3 on NBC
Bing Crosby (Kraft Cheese)
Clifton Fadiman (Heinz)

BEST QUIZ PROGRAM
2 out of 3 on NBC
Information Please (Heinz)
Dr. I. Q. (Mars)

BEST NEWS COMMENTATOR
2 out of 3 on NBC
Lowell Thomas (Sun Oil)
H. V. Kaltenborn (Pure Oil)

BEST STUDIO ANNOUNCER
2 out of 3 on NBC
Don Wilson (Lucky Strike)
Harry Von Zell* (General Foods)
**also heard on another network*

National Broadcasting Company

America's Number 1 Network

A Service of Radio Corporation of America

BEHIND the MIKE

FRANCIS C. McCALL, manager of operations of NBC's news and special events department, has been assigned to San Francisco to supervise overseas operations in the Pacific theatre, a function which has been handled by the staff of the NBC-San Francisco newsroom.

ROY PORTER, for seven months NBC's reporter in Chungking, has returned to New York for hospital treatment following an attack of dengue fever. Mr. Porter, a war correspondent since the Spanish Civil War, joined NBC last year and went to India before taking the Chungking assignment.

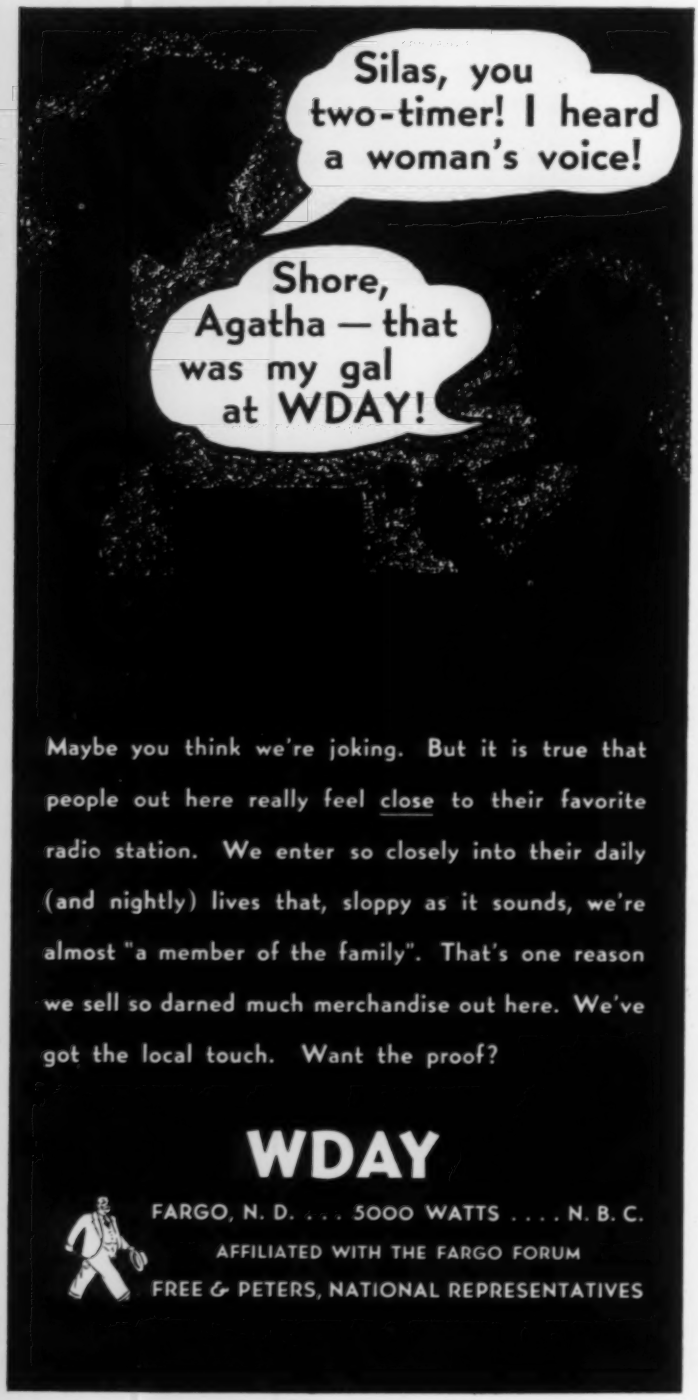
ELAINE N. GONDA last week shifted from the station relations department of Keystone Broadcasting System in New York to KBS Hollywood offices, to serve as program director of all West Coast activities. **IRENE DOUGLAS**, formerly in the statistical division of General Motors Corp., has been appointed head of the Keystone research-statistics department.

ROBERT R. HANSEN, former publicity director of WIND Chicago, has joined WGN Chicago as sales promotion manager filling the vacancy left by **BEN BERENTSON**, now a salesman for WGN Chicago.

JIM REEVES, formerly of WSMB New Orleans and WIND Chicago, has joined the announcing staff of WCAU Philadelphia, replacing **HAL BARKAS**, who resigned to freelance in television.

KATHARINE CLARK, news analyst of WCAU Philadelphia, has joined the faculty of Philadelphia's Penn Charter School for Boys.

DALE O'BRIEN, publicity director of WGN Chicago, is resigning to join Encyclopedia Britannica, Chicago, on Jan. 1.


Silas, you two-timer! I heard a woman's voice!
Shore, Agatha — that was my gal at WDAY!
Maybe you think we're joking. But it is true that people out here really feel close to their favorite radio station. We enter so closely into their daily (and nightly) lives that, sloppy as it sounds, we're almost "a member of the family". That's one reason we sell so darned much merchandise out here. We've got the local touch. Want the proof?
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Sgt. Jay Baumann

SGT. JAY BAUMANN, 21, former announcer at WJAG Norfolk, Neb., died of wounds Nov. 23 in Holland. Sgt. Baumann joined WJAG Jan. 26, 1942 and left March 1, 1943. He conducted the *Children Only* program while at WJAG.

STAN KILARR, of KFJI Klamath Falls, Ore., is now on the announcing staff of KID Idaho Falls.

BILL MAGNER, sportscaster and staff announcer on WEAU Eau Claire, Wis., has been added to the WCCO Minneapolis announcing staff.

WILLIAM WEST, released from the Royal Canadian Air Force after service overseas, and **RALPH BOWDEN**, released from the Royal Canadian Navy, have joined H. N. Stovin Co., Toronto. Mr. Bowden was formerly with the Stovin organization and Mr. West was with radio stations in the United States before joining the RCAF.

STEWART GRIFFITH of the press and information office of the Canadian Broadcasting Corp., Toronto, has been appointed in charge of the press and information office of the new CBC international shortwave station at Sackville, N. B. He will headquarter in Montreal, where the CBC international shortwave programs will be produced.

NORMAN McBAIN, formerly with CHAB Moose Jaw, has joined CKCK Regina as an announcer.

KEN CAMPBELL, formerly with National Broadcast Sales, Toronto representative, has joined the announcing staff of CHEX Peterborough, Ont.

TOM HARGIS, NBC Hollywood production supervisor, has resigned that post and is in New York to present a new half-hour variety show for sponsor consideration.

HAROLD HANCOCK, formerly with WHLD Niagara Falls, is now an announcer with WRRN Warren, O.

ROBERT L. REDEEN, former news editor of KYSM Mankato, Minn., has been appointed to news editor of WOC Davenport, Ia. **BOB ELENZ**, formerly with WIND Chicago, and **JACK DAVIS**, formerly with WEAU Eau Claire, Wis., are new additions to the announcing staff of WOC.

LT. DON L. KEARNEY, in civilian life with WHAM Rochester, WFAS White Plains, N. Y., WAGE Syracuse, WKNY Kingston, and for the past 10 months PRO at the Infantry School, Ft. Benning, Ga., has been transferred to the Infantry Replacement Training Center, Camp Croft, S. C.

REG HARDEN, formerly of WJDX Jackson, Miss., is the newest addition to the announcing staff of WWL New Orleans.

NORBERT F. STAMMER, production man for the Blue central division on all Coca Cola *Victory Parade of Spotlight Bond* programs, has been transferred to New York to undertake similar duties for the program in that division. **PHIL BATTON**, former production manager of WOC Davenport, succeeds him in Chicago.

ALVIN STEINKOPF, commentator for WBBM Chicago, leaves the station sometime after the first of the year for overseas work with Associated Press.

ROBERT O. JOHNSON, formerly with stations and newspapers in New England, has joined the announcing staff of WISN Milwaukee.

TOM CARSON, sports announcer, has rejoined WJIM Lansing, Mich., following 15 months service in the Merchant Marine. **MARY SEYFFERT**, formerly of WBBM Chicago, has joined WJIM as assistant to **BOB INNES**, continuity chief.

JACK PARKER, news editor of WJIM Lansing, Mich., has arrived in the European Theatre of Operations as war correspondent, it has been announced by the station. While overseas he plans to record interviews with Lansing area servicemen.

BERT WINN, program director of KROW Oakland, Cal., has resigned to assume overseas duties as OWI war correspondent. **R. W. WASSENBERG**, assistant program director, is his successor.

JESSE THOMPSON, for four years on the sales promotion and advertising staff of the Blue, has taken on additional duties as promotion manager of the cooperative program department, a new post, working directly with **STANLEY FLORSHEIM**, manager.

TOMMY ROGERS, announcer on KQV Pittsburgh recently discharged from the Navy, has rejoined the station as special events director. He also will be heard on a weekly program designed to help men in the transitional period from military to civilian life.

Radio Correspondents To Hold Dinner Jan. 13

ANNUAL DINNER of the Radio Correspondents Assn., postponed from last spring, will be held Jan. 13 in the Presidential Room of the Statler Hotel, Washington, Earl Godwin, Blue commentator and association president, announced last week following a meeting of the dinner committee.

Although plans still are in the formative stage, an invitation has been issued to President Roosevelt, Mr. Godwin said, and entertainment is being planned by the major networks. Notices of the annual dinner went out last week to the association's 160 members and associates. Serving on the dinner committee are Bill Costello, CBS commentator, chairman; Richard Harkness, NBC; Charter Heslep, Mutual's Washington director, and Mr. Godwin.

Radio Correspondents Assn. is composed of 80 active radio news men and women on duty in Washington and 80 associate members on stations in cities other than the capital.

Des Moines Hearing

APPLICATIONS of Capital City Broadcasting Co. and Capitol Radio Corp. for new standard stations in Des Moines on 1600 kc were designated for consolidated hearing by the FCC last week. Requesting 250 w unlimited time, Capital City Broadcasting is owned by George O'Dea, president, chairman of the board of Iowa State Bank and local businessman; Sidney J. Pearlman, vice-president, owner-operator of Pearltone Transcription Studios, Des Moines; and Hugh Gallagher, secretary-treasurer, local businessman. Each holds a third interest in the company. Capitol Radio, which requests 1,000 w and unlimited hours, is owned by Charles K. Schwartz, president (50%), and William J. Friedman, secretary (50%). Both are partners in the Chicago law firm of Gottlieb & Schwartz. Ralph L. Atlass, 27% owner of WIND Chicago and 56% owner of WLOL Minneapolis, is treasurer.

BETTY HILL, former office manager of the Chicago office of *Ida Bailey Allen and the World Homemakers* program and producer of the program, last week became manager of the New York office of Ray-Tele. She also will handle production and direction of *Charm School of the Air*, a new Ray-Tele package show.

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

JOHN BLAIR & COMPANY

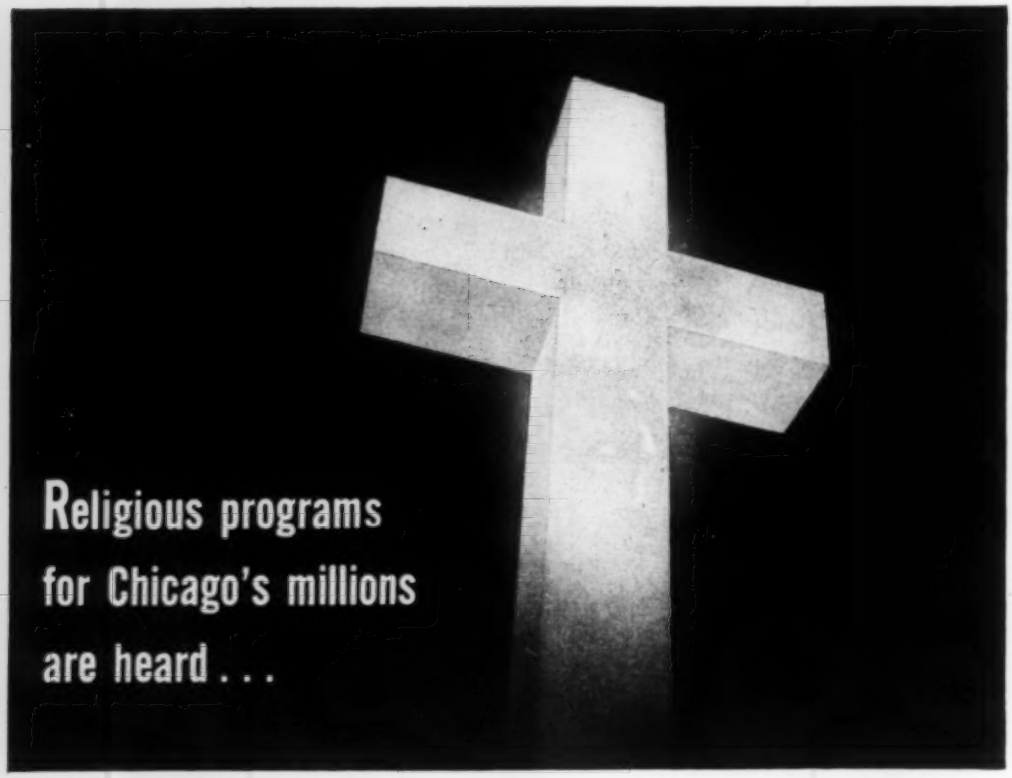
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago · New York · St. Louis · Los Angeles · San Francisco

REPRESENTING LEADING RADIO STATIONS

Maybe you're interested in sponsoring a fifteen minute newscast —or an hour long musical. Whichever it is, *you'll be way ahead when you buy spot programs that are already well established on the air.* For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today – he's a good man to know!



...via WMAQ

The need for Religion has never been greater during any period of our country's history. America's millions today are seeking the comfort and stability that only Religion provides.

Religious programs, the finest for all faiths, have been a regular policy of WMAQ, NBC's key midwest outlet. This far-reaching policy, in fact, includes every branch of the cultural and educational fields—Drama, Education, News, Book Reviews, Music . . . they're all an integral part of WMAQ programming.

To this policy belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions . . . that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

NBC's key midwest station
670 on your dial – 50,000 watts

REPRESENTED BY NBC SPOT SALES

A Service of Radio Corporation of America

Accounting Is Hub

(*Continued from page 37*)

control room and the copy sent to accounting.

With all the records, accounting department co-ordinates them, prepares them, prepares billings and keeps an eye on the station's operating costs, as against income. Affidavits of performance must be made by the bookkeeping department from the accounting department's advertiser's individual journal sheets.

In Mr. Wagner's article are charts showing various forms used by Central and Tri-Cities.

"There is a possible criticism of duplication of work between the sales department and accounting department, but most radio stations are operated as a part of some other enterprise and not as an independent unit," concluded Mr. Wagner. "If a radio station is a lone enterprise, this system is recommended for closer internal audit control."

A native Iowan, Mr. Wagner was educated in the Davenport public schools and at Iowa State College. His career began as accountant and auditor with the First National Bank of Davenport (1925-29). The next four years he was a public accountant with Ernst & Ernst and in 1933 joined the Central Broadcasting Co. and Tri-City firm as auditor. He is president of the Tri-Cities Chapter, NACA.

New Nash Series

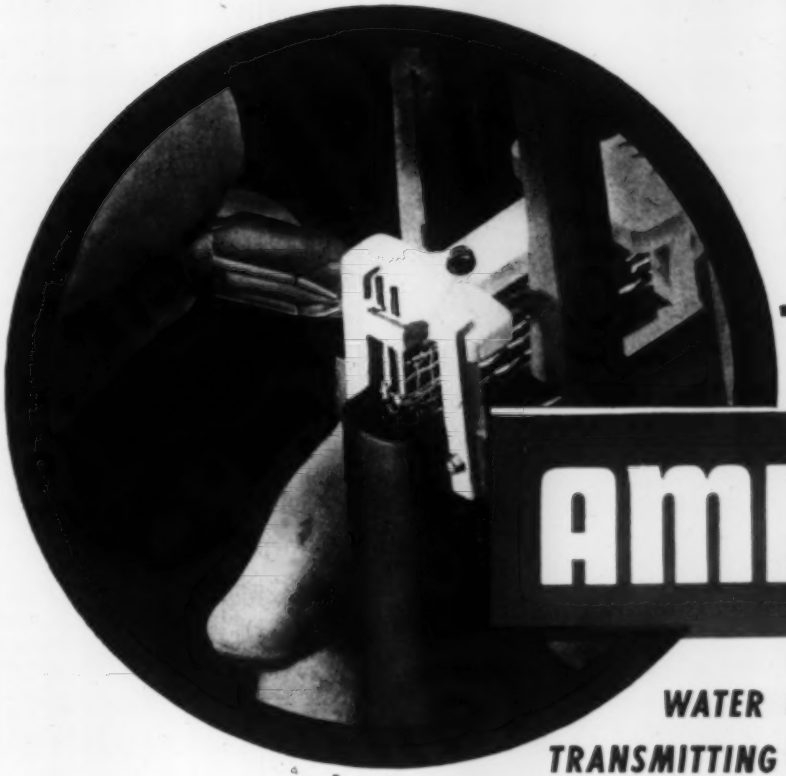
NASH-KELVINATOR Corp., Detroit, returning to national network after an absence of six years, on Dec. 31 starts a musical-variety program, *Eight to the Bar Ranch*, on Blue stations, Sunday, 4:30-5 p.m. (EWT). A package deal by Lou Levy, show stars the Andrew Sisters, vocal trio, with Gabby Hayes, featured comedian. Victor Schoen is musical director. Bing Crosby has been scheduled as guest star on the initial broadcast. Mannie Manheim will produce and head the writing staff comprising Stanley Davis, Elon Packard and Cottonseed Clark. Institutional copy with only brief mention of postwar Nash motor cars and Kelvinator refrigerators will be used. Geyer, Cornell & Newell, New York, is agency.

Al Pearce on CBS

LEWIS-HOWE Co., St. Louis (Tums), on Dec. 9 started sponsoring comedy program, *Here Comes Elmer*, on CBS stations, Saturday, 10:15-10:45 p.m. (EWT). Built around Al Pearce in his Elmer Blurt characterization, series also features Arleen Harris, commedienne. Mickey Gillette is musical director. Jack Hasty writes the show, with Wendell Niles, announcer. Harold J. Kemp, radio director for Roche, Williams & Cunnyngham, Chicago agency servicing account, is producer.

Kastor Names Daly

ART DALY, one-time radio director of William H. Weintraub & Co., New York agency, and more recently radio field representative in Argentina for the Coordinator of Inter-American Affairs, has been appointed West Coast radio director of H. W. Kastor & Sons Adv. Co., and is headquartered at 6331 Hollywood Blvd., Hollywood.



...WHY AMPEREX

WATER and AIR COOLED TRANSMITTING and RECTIFYING TUBES

AMPEREX

...the high performance tube

Amperex engineers have made many important contributions to the refinement of electron tubes. One **"Amperextra"** of note is the development of a means of assuring positive contact between the plate and wire support. Varying and unreliable high resistance contacts have been eliminated by **clinching and riveting.** And it is this method of joining the plate and its supports that makes for a steady, constant flow of plate current.

The sum total of all **"Amperextras"** adds up to cost efficiency in broadcasting, industrial, electro-medical and amateur radio applications. An **Amperex** engineer is available for consultation on your present or postwar problems.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET, BROOKLYN 1, NEW YORK

Export Division: 13 E. 40th St., New York 16, N. Y. Cables: "ARLAB"

IN THIS WAR, YOU GIVE WHAT YOU'VE GOT...DONATE A PINT OF BLOOD TO THE RED CROSS TODAY

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

ROBERT E. LUSK, who was with Benton & Bowles for eight years preceding 1941, was to return to the agency Dec. 15 as vice-president and account executive. A former partner in Pedlar, Ryan & Lusk, he also has been vice-president in charge of advertising and merchandising of the Colgate-Palmolive-Peet Co.

W. J. JOST, formerly of Dancer, Fitzgerald, Sample, Canada Dry Ginger Ale and Owens-Illinois Glass Co., Jan. 2 will take up duties at Sherman & Marquette, New York, as account executive on the Colgate-Palmolive-Peet Co. account. W. R. Denning has been promoted to media director, while also continuing to serve in a supervisory capacity on production.

WILLIAM LIVINGSTON, radio program director of Warwick & Legler, New York, will leave Dec. 26 for the agency's Hollywood office where he will be permanently stationed.

JOHN O. ELLINGTON Jr., former copy man and account executive of Roy S. Durstine Inc., New York, has joined Badger & Browning & Hershey, New York, as a copy executive.

ALLEN D. CONVERSE Jr., formerly of Griswold-Eshleman, Cleveland, has joined the copy staff of Gray & Rogers, Philadelphia agency.

RITA WRIGHT STACKHOUSE has joined MacWilkins, Cole & Weber, Portland and Seattle agency, as writer. New addition to the production department is Eileen Casey. Mrs. Stackhouse has been active in retail advertising. Miss Casey was formerly with the Portland *Oregonian*.

ANNIE MARY LAWLER, who conducted poetry and book review programs on Philadelphia radio stations, has joined the writing staff of N. W. Ayer & Co., Philadelphia.

MANNING BROWN, formerly of Federal Adv. and Ruthrauff & Ryan, New York, has joined J. M. Mathes Inc., New York, as a junior account executive.

FLORENCE GRAUMAN MURDOCK, formerly with Aubrey Moore & Wallace, Chicago, is now with Earle Ludgin & Co., Chicago, as copywriter.

RICHARD F. LINSERT, account executive with Needham, Louis & Brorby, Chicago, has resigned to become advertising manager of the Golden Peacock Co., Paris, Tenn., manufacturers of cosmetics.

FREDERICK W. COLE, former program manager of WFEA Manchester, N. H., has joined Daniel F. Sullivan Co., Boston. Edward A. Poor, formerly with Vincent Edwards & Co., is also a new member of the Sullivan agency.

MARION E. WELBORN & Assoc., new Los Angeles advertising agency, has been established at 610 S. Broadway. Telephone is Vandike 1812. Firm is headed by Marion E. Welborn, for 20 years with *Los Angeles Times* as advertising counselor.

ELLIS ADV. Co., Buffalo and Toronto, has opened a New York office at 33 W. 42nd St. to handle activities of current accounts in this area and several new clients, to be announced probably sometime in January. Jack Culiner, co-manager of the Toronto office, has been placed in charge of the new branch, and other reassignments are in process within the agency. Michael F. Ellis, partner with Jerome R. Ellis with headquarters in Buffalo, will spend a good portion of his time in New York office, and will supervise whatever radio activities there may be. It is expected that the office will have a radio executive at a later date.

BERNARD M. DOUGLAS, with Foote Cone & Belding since the agency was founded, and with its predecessor Lord & Thomas for 12 years, has been elected a vice-president. Mr. Douglas is in charge of the Bourjois account, radio advertiser.

JOHN LO BUONO, account executive of Grant Adv., on Dec. 11 transferred from Chicago to the New York office of the agency.

CARY-AINSWORTH, Des Moines agency, effective Jan. 1 will change its firm name to R. H. Cary Inc. R. H. Cary, president, announces there will be no change in the management and control of the company.

ALBERT L. GALE, vice-president of J. R. Hamilton Adv. Agency, Chicago, has joined Agency Service Corp., Chicago, as vice-president, taking two radio accounts, Old Ben Coal Corp. and Committee for National Human Relations.

FRANCIS J. O'BRIEN, former director of sales promotion for Franklin Life Insurance Co., Springfield, Ill., has joined Roche, Williams & Cleary, Chicago, as copywriter.

ROBERT F. SMITH, formerly on the *Ladies Home Journal* advertising staff, Chicago, has joined U. S. Adv. Corp., Chicago, as account executive.

RAYMOND BROWNE, former sponsorship staff manager of the War Advertising Council, has joined the New York office of Foote, Cone & Belding as account executive on Cities Service Co., a radio advertiser. Before his association with the Council, Mr. Browne was advertising manager of Axton-Fisher Tobacco Co., and of the Texas Co. Mr. Browne has been elected a member of the council by resolution of the Board of Directors.

MAXWELL DANE Inc., New York, advertising agency, opened two weeks ago with Maxwell Dane as president. Former account executive of WMCA New York. Mr. Dane also served as advertising promotion manager of *Look* magazine, and has been with Dorland International Inc., New York. Mr. Dane's accounts include Hygrade Food Products Corp. and Vitarine Co., New York. New agency is at 113 W. 57th st. Telephone is Columbus 5-4990.

DAVID HILLMAN, president of Hillman-Shane-Breyer, Los Angeles, is the father of a boy.

JACK SCANLON, formerly with Stevenson & Scott, Montreal, has been appointed production manager of Kenyon & Eckhardt, Montreal.

NOLIN TRUDEAU, for four years with the publicity department of the Dept. of Munitions and Supply, Ottawa, has been appointed production manager and radio director of the Montreal office of MacLaren Adv. Co.

WALTER ENGER, for four years with Stovin & Wright, Toronto station representative, has joined McKim Adv., Toronto, as account executive.

HORACE BROWN has resigned from McKim Adv., Toronto, to return to free-lance script writing.

IF YOU SELL
SOAP

(OR SEEDS OR STOKERS)
ASK YOUR DISTRIBUTOR ABOUT
KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many carloads of soap and scrubbing compound that means!

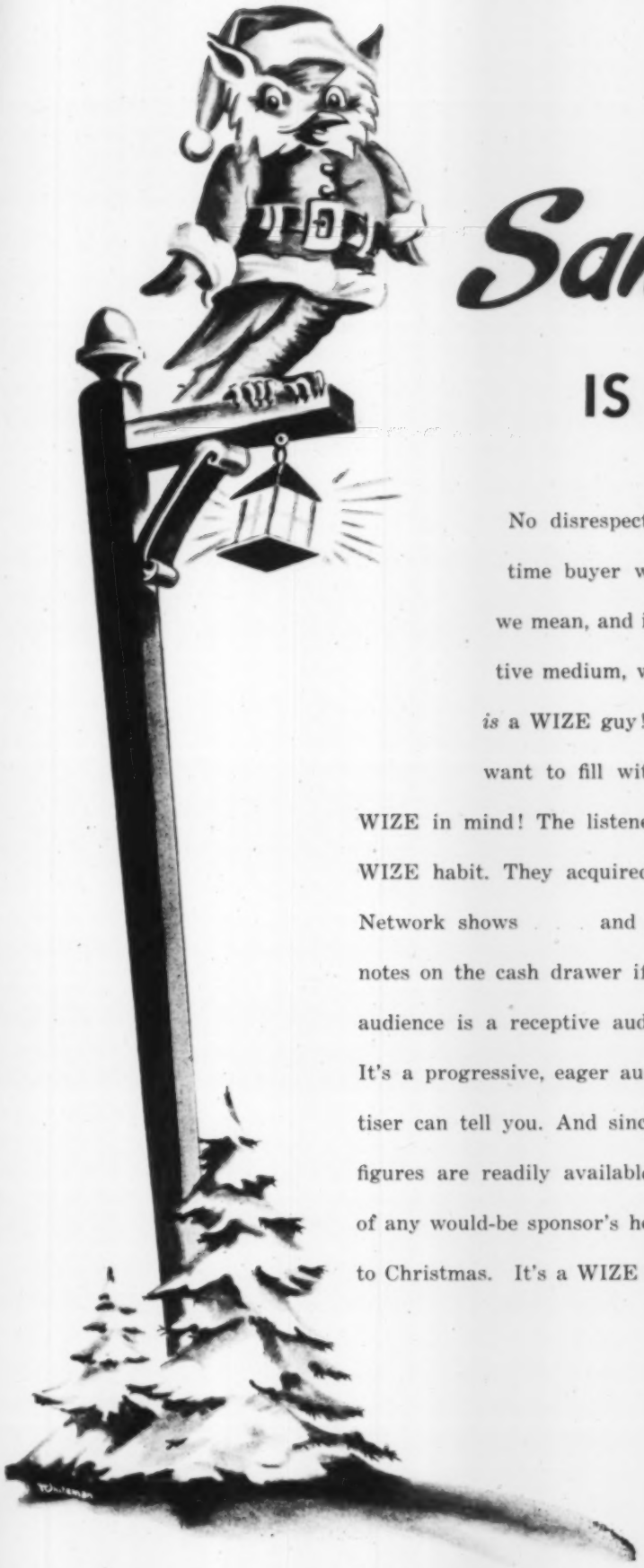
Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows* — and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives

OUT IN FRONT

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA



Santy Claus

IS A WIZE GUY!

No disrespect intended you understand, but if you're a time buyer who's used to using WIZE, you know what we mean, and if you've never availed yourself of this lucrative medium, we're here to tell you that Santa Claus really *is* a WIZE guy! And if you have any account stockings you want to fill with sales, prepare your radio schedules with WIZE in mind! The listeners in the fertile Springfield area have the WIZE habit. They acquired it dialing WIZE for those topnotch Blue Network shows and it's the kind of habit that can ring sweet notes on the cash drawer if you give it half a chance. The Springfield audience is a receptive audience, that's been proved again and again. It's a progressive, eager audience as many a national and local advertiser can tell you. And since it's the results that count, and facts and figures are readily available to you, of the type to warm the cockles of any would-be sponsor's heart, play Santa Claus to yourself Christmas to Christmas. It's a WIZE advertiser who does.

WIZE
Springfield, Ohio

WEED & CO., NATIONAL REPRESENTATIVES

Specify Air Express

Millions of dollars are lost annually by the ordinary slow-downs of business and industry due to the constantly recurring need for tools and materials and *waiting for delivery!*

AIR EXPRESS can close many of those gaps between planning and performance, save many of those dollars!

As you put new production plans into operation, you will find AIR EXPRESS at your service with expanded facilities for helping you cut the high cost of idle machines, idle labor, idle goods.

A Money-Saving, High-Speed Tool for Every Business

With additional planes now available for all important types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. Thousands of shippers are saving substantial sums through Air Express, employing its economy and efficiency in an ever-increasing number of ways.

WRITE TODAY for "Quizzical Quiz"— a booklet packed with facts that will help you solve many a shipping problem. Dept. PR-13, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

SAGA OF STATION 25
Transmitter in Front Lines Has Lively Career

RADIO STATION 25, an airborne broadcasting unit attached to Lt. Gen. George S. Patton's Third Army, has been traveling with the fast moving Third and transmitting direct to a receiver in this country. The story of the transmitter, now mounted in an Army truck, was told last week at a news conference in New York of the Mackay Radio & Telegraph Co.

LeRoy F. Spangenberg, assistant vice-president, returned from the European theatre, said that the unit has had to move 13 times and over 400 miles to keep up with the Third Army. The transmitter has been sending about 40,000 words daily, according to Mr. Spangenberg. He added that the Army had ordered from Mackay an airborne unit for voice and code transmission light enough to "be set down in some large German city." Two other broadcasting units have been requested for France and another is being sent to the Third Army to relieve "Radio Station 25" which has been operating since the Normandy D-Day, he said.

NBC WESTERN AREA HOLDS WAR CLINIC

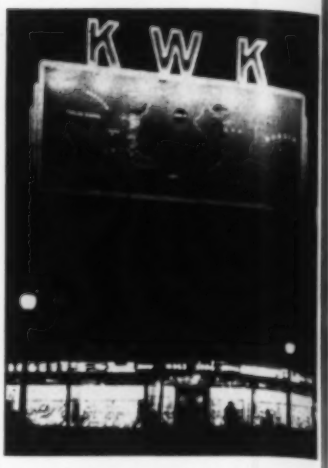
CHARTING a course of action to meet problems related to an intensified war effort in the Pacific, NBC western division executives and station managers of that area met for a two-day war clinic at the Biltmore Hotel, Los Angeles, Dec. 6-7. Called by Sidney N. Strotz, western division vice-president, conference was addressed by William S. Hedges, New York vice-president in charge of stations, who discussed future network problems. NBC station owners and managers in attendance included:

Arden X. Pangborn, KGW; William Stuht, KOMO; O. W. Fisher, KOMO; Walter Wagstaff, KIDO; Keith Collins, KMJ; Henry Fletcher, KSEI; O. P. Soule, KTFI; Mrs. Florence Gardner, KTFI; Mrs. O. P. Soule, KTFI; Ed Craney, KGIR; Franz Robischon, KGHL; Ray Smucker and Mrs. Smucker, KYUM; R. B. Williams, KVOA; Richard Lewis, KTAR; Eleanor McClatchey, KMJ; Harold Ritter, KYCA; Tom Sharp, KFSD; Marian Harris, KFSD; S. S. Fox, Myron Fox, KDYL; John Elwood, KPO; William B. Ryan, Don McNamara, George Whitney, KFI.

Besides Mr. Strotz and Mr. Hedges, western division network executives included: L. S. Frost, program manager; Frank Berend, sales manager; Jennings Pierce, station relations manager; Harold J. Bock, press department manager; Joe Alvin, news and special events manager; Henry Maas, program and sales traffic manager; Paul Gale, traffic manager; Don Tatum, NBC attorney.

Video Restrictions

BECAUSE of the additional expense and extra hours of rehearsal involved, television after the war probably will be broadcast only a few hours a day and by the larger networks, Raymond F. Guy, radio facilities engineer of NBC, told the Institute of Radio Engineers in Philadelphia. Speaking at the Franklin Institute, Mr. Guy said first-rate television programs would be more difficult to produce than movies because each scene would have to be made right the first time. Other speakers were Allen B. DuMont, president of Allen B. DuMont Labs. and David B. Smith, director of research, Philco Corp.



BELIEVED TO BE the largest in world, this KWK war map is mounted on the "Times Square" of St. Louis. It measures 54 feet in length by 31 in height and is topped by eight-foot-high call letters. The European theatre is the present subject, with changes on the front being painted in frequently. After the collapse on that front, it is planned to show the South Pacific battle zones.

Bendix Surveys

CONSUMERS are being asked to state preferences in reception quality, design and other features in radio receivers through nationwide surveys now being undertaken by the Bendix Aviation Corp. which is planning a complete line of popular-priced sets for the postwar market, according to Leonard C. Truesdell, general sales manager of the Bendix home radio division.

KBS Appointments

TWO new appointments have been made by the Keystone Broadcasting System in an expansion of its New York and Hollywood program and statistical staffs Michael M. Sillerman, president, announced. Elaine N. Gonda moved Dec. 15 from the station relations department in New York to program director in charge of west coast activities. Irene Douglas, formerly in the statistical division of General Motors, has been appointed head of the KBS research-statistics department.

ROME MELTS MORE IRON ORE THAN ANY OTHER CITY IN GEORGIA.

WRGA
Rome, Georgia
MUTUAL

November, 1944

REPORT TO THE RADIO INDUSTRY

The time situation in Chicago

FOR 19 STRAIGHT YEARS WBBM HAS LED ALL STATIONS IN TOTAL SPONSORED TIME IN CHICAGO.

Nearly half the radio advertising in the Chicago market is directed to selling grocery products.

FOR THE PAST SEVEN YEARS—AS FAR AS OUR RECORDS GO—WBBM HAS CARRIED AN AVERAGE OF 24% MORE SPONSORED TIME DEVOTED TO SELLING GROCERY PRODUCTS THAN ANY OTHER CHICAGO STATION.

The following classifications account for nearly 4/5 of the radio time sold in Chicago (seven year average):

Grocery products . . . Tobacco . . . Drugs and Cosmetics . . . Automobiles and Related Products . . . Household Products.

WBBM HAS CARRIED AN AVERAGE OF 12% MORE SPONSORED TIME DEVOTED TO SELLING THE ABOVE PRODUCTS FOR THE PAST SEVEN YEARS THAN ANY OTHER CHICAGO STATION.

How, during October, did WBBM stand in sponsored time in those classifications?

GROCERY PRODUCTS . . . WBBM 27% more than next station
TOBACCO . . . . . WBBM 4% more than next station
DRUGS-COSMETICS . . . . WBBM 11% more than next station
AUTOMOTIVE . . . . . WBBM 5% more than next station
HOUSEHOLD PRODUCTS . . WBBM 69% more than next station

How will WBBM stand in future months?

SCHEDULES FOR 1945 INDICATE THAT WBBM WILL CONTINUE TO LEAD THE FIELD AS IT HAS DONE FOR THE PAST 19 YEARS.

WBBM, Chicago

Midwest key station of the
Columbia Broadcasting System

Only non-medical products included in this tabulation.

AT THE PEAK!
Helping to maintain a great public service at the peak of its efficiency, BLAW-KNOX towers are serving America's war-time radio industry from coast to coast . . . delivering broad coverage with maximum dependability.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.
Distributors
GraybaR
ELECTRIC COMPANY
BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

Radio Advertisers

BLUE RIBBON Ice Cream Co., New York, through its newly appointed agency, Lester Harrison Assn., New York, now sponsors transcribed 30-second spot announcements 10 to 15 times per week on WNEW WHN and WMCA New York. Started early in December schedule will gradually be extended to other stations in the New York market.

BEATRICE CREAMERY Co., Chicago (Chox), effective Jan 1 will begin sponsorship of a quarter hour test program *Streamlined Fairy Tales* thrice-weekly on WINN Louisville, Ky. Contract for 26 weeks was placed by Foote, Cone & Belding, Chicago.

FARM Crops Processing Corp (industrial alcohol plant), began sponsorship Dec. 17 of *Your Home Town*, produced by Foster May, Omaha, on WOW. Consisting of a narrative history of a community with an interview with the oldest inhabitant, half-hour show is heard 10:30 a.m. Sunday. Agency is Caples Co., Chicago.

MISSISSIPPI'S GREEN CHRISTMAS

Mississippi's Christmas, sans snow, will be "green" instead of "white," but the old-fashioned Yuletide spirit will reign nevertheless.

And a "green" Christmas here in the heart of the deep South is entirely appropriate this year—because business is alive and growing the year-round.

Reviewing the past year and looking to the future, here are a few reasons why the Mississippi market is growing and should get the "green" light on your 1945 sales program:

—four new oil fields discovered in 1944.
—industrial development brisk.
—farm income biggest in history.
—livestock sales up.
—buying income highest ever.

WJDX—"the Voice of Mississippi"—DOMINATES this stable, growing, able-to-buy market. Let WJDX carry your message to this field where business is always "green with new life."

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

PEPSODENT Co. of Canada, Toronto (toothpaste), has appointed Ruthrauff & Ryan, Toronto, as agency, effective Jan. 1. No immediate change in radio advertising is planned.

METROPOLITAN LIFE INSURANCE Co., Ottawa, has appointed MacLaren Adv. Co., Toronto, as agency.

PERSONNA BLADE Co., New York (razor blades), has started *Radio Sports Reel* Monday through Friday on CBM Montreal. Account was placed by J. Walter Thompson Co., Montreal.

O'CEDAR Co. of Canada, Toronto (floor polish), has started *House of Melody*, half-hour Sunday afternoon program, on CJBC Toronto. Account was placed by MacLaren Adv. Co., Toronto.

HOLLERS CONCENTRATED Beverages, Los Angeles, on Jan. 1 starts daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX Hollywood. Contract is for 52 weeks. Firm in mid-January will also start participation in *Home Makers Club* on KMPC Hollywood. Agency is Davis & Beaven Adv., Los Angeles.

FOREMAN & CLARK, Los Angeles (clothiers), adding to its Pacific Coast spot schedule on Dec. 12 started a five-weekly quarter-hour after midnight swing-shift program on KNX Hollywood. Contract is for 52 weeks. Agency is Botsford, Constantine & Gardner, Los Angeles.

ENTZ & RUCKER Hardware Co., Los Angeles, on Dec. 14 started *Hubby's Hobby* on KMPC Hollywood. Program is a weekly 25-minute comedy-drama. Contract is for 52 weeks. Agency is Henry W. Welsh Adv., Los Angeles.

CAPITOL RECORDS Inc., Hollywood, Cal., has placed its account with Foote, Cone & Belding, Los Angeles. Plans for radio are said to be included.

CHRISTIAN & Co., Pittsburgh (foods), has named Earl W. Bothwell Adv., Pittsburgh, as agency. Radio is said to be considered.

HARRY P. RITCHIE Co., Los Angeles (packaged salted nuts), on Dec. 10 started using five transcribed announcements per week on KPHO Phoenix, with a thrice-weekly schedule on KECA Los Angeles. Contracts are for 13 weeks. Agency is Marion E. Welborn & Assoc., Los Angeles.

JAMES F. BALLARD Inc., St. Louis, Mo. (Campho-Phenique), will begin sponsorship of spot announcements and chain breaks in 32 markets Jan 1 and 15 for 48 weeks. Contract was placed by Sherman & Marquette, Chicago.

CLINTON WATCH Co., Chicago, has started sponsorship of five announcements weekly for 52 weeks on WENR Chicago. Agency is Malcolm Howard Adv., Chicago.

MARY DUNHILL Inc, New York, has appointed Dorland International-Pettingell & Fenton, New York, newly merged agency, to handle advertising for its cosmetics. Firm will concentrate on publications for the present, but radio is being considered.

REGINALD L. JOHNSON, former assistant sales promotion manager of Johns-Manville Corp., New York, has been appointed senior advertising manager of the organization, a new position, acting as assistant to the vice-president on all business in the advertising and sales promotion department.

A very Merry Xmas
and a
HAPPY
NEW
YEAR
Standard Radio

(Adv.)

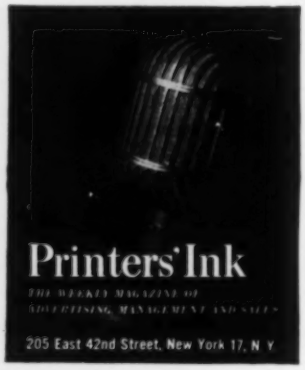
HER ENERGY is as inexhaustible as her generosity. Her affection for people is as sincere and warm as the morning sun. Her willingness to serve, her genuine appreciation for all that is good and clean and wholesome and her modest enthusiasm makes her one of radio's most outstanding women. Yes, it's Kate Smith. We'll send a free copy of Printers' Ink to every one who cares to paste the puzzle together and mail it back to us.

SPEAKING of Kate Smith reminds us of Ted Collins, Kate's business manager, producer, coworker and loyal supporter, and of the grand job he and Kate have been doing for the General Foods people. Mr. Collins has contributed a lot of the "know-how" to that job. His ideas on war condition copy are still important more than a year after he mentioned them in Printers' Ink. The success of this team is no puzzle, even to the most casual observer.

PRODUCT SUCCESS isn't always as easy to understand. In 1928 when the Postum Company, forerunner of General Foods, purchased Calumet for some $32 million, many marketing people wondered why they paid so much for a trademark. At that time P. I. readers learned a lot about the worth of popularity achieved through the judicious advertising of a sound product. General Foods continue to apply the "good product well advertised" axiom.

Among the 14,985 Printers' Ink subscribers are 14 at General Foods and 36 in the advertising agencies who place the different phases of the General Foods advertising.

P. I. wrote the story of Calumet's transfer in several different forms. P. I. readers read it first as news. Later it was interpreted and used as a demonstration. So it is with most important marketing news. In Printers' Ink the reader discovers how each important item affects him, or how he can use the experience of others. This basic quality is one of the reasons for the reader loyalty Printers' Ink enjoys. It is one of the reasons why media promotion men who reach the advertising and marketing fields best, **buy P. I. first!**



OWI PACKET, WEEK JAN. 8

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 8 OWI transcriptions contains six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Paper Salvage	X	--	--	--	--	--	--
Hold Prices Down	X	--	--	--	--	--	--
V-Mail	X	--	--	--	--	--	--
Stop Wartime Accidents	--	X	--	X	--	--	--
Planned Saving	--	--	X	--	X	--	--
War Bonds	--	X	--	X	--	--	--
Don't Travel	--	--	--	--	--	X	X

See OWI Schedule of War Message 142 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

CBC Centralizes Toronto Offices in New Building

CENTRALIZATION of all Canadian Broadcasting Corp. offices and studios at Toronto into one building finally has been accomplished with the purchase of the former Havergal College, girls' boarding school, on Jarvis Street. The CBC will move into the building early in the new year, engineers having been at work on plans for some months. Purchase price has not been revealed.

The move will center under one roof all CBC national offices, except the executive offices which are at Ottawa and the engineering offices at Montreal. Commercial, program and station relations departments, network headquarters, and Toronto stations all will be in the building which will also house ten studios for the Trans-Canada and Dominion networks and for CBL and CJBC, Toronto CBC outlets. The largest studio will be in the building's former chapel which seats about 300 persons. The CBC will retain two nearby studios, the CBC playhouse and the CBC concert hall, both within a few blocks of the new headquarters. All of the CBC's 350 employees in Toronto will be housed in the new broadcasting center.

Since the CBC has long planned a broadcasting center for Toronto, delayed by the war, the new headquarters only will be used by the CBC for about the next five years. By that time it is expected that the Toronto Town Planning Commission will have its plans accepted, and the CBC will build a modern center adjoining the University of Toronto, destined in the plan to be the cultural center of the city.

KOTA Towers

CONSTRUCTION of three new transmitter towers is under way at KOTA Rapid City, S. D. The concrete bases for the towers were completed a few weeks ago and building materials, including 35 tons of steel, antenna, cables, lighting equipments and beacon flashers, already have been delivered. Only the center tower will be used during the daytime, but at night all three will be operated on a directional beam.

CJEM Opens

CJEM Edmunston, N. B., has started operation with 250 w on 1240 kc. The station is a supplementary on the Canadian Broadcasting Corp. French network, using programs in both French and English. J. D. Boudreau is station manager, J. G. Cartier commercial manager and J. R. McGough chief engineer. CJEM is represented exclusively by H. N. Stovin, Toronto and Montreal.

Ken-Rad Tubes to GE

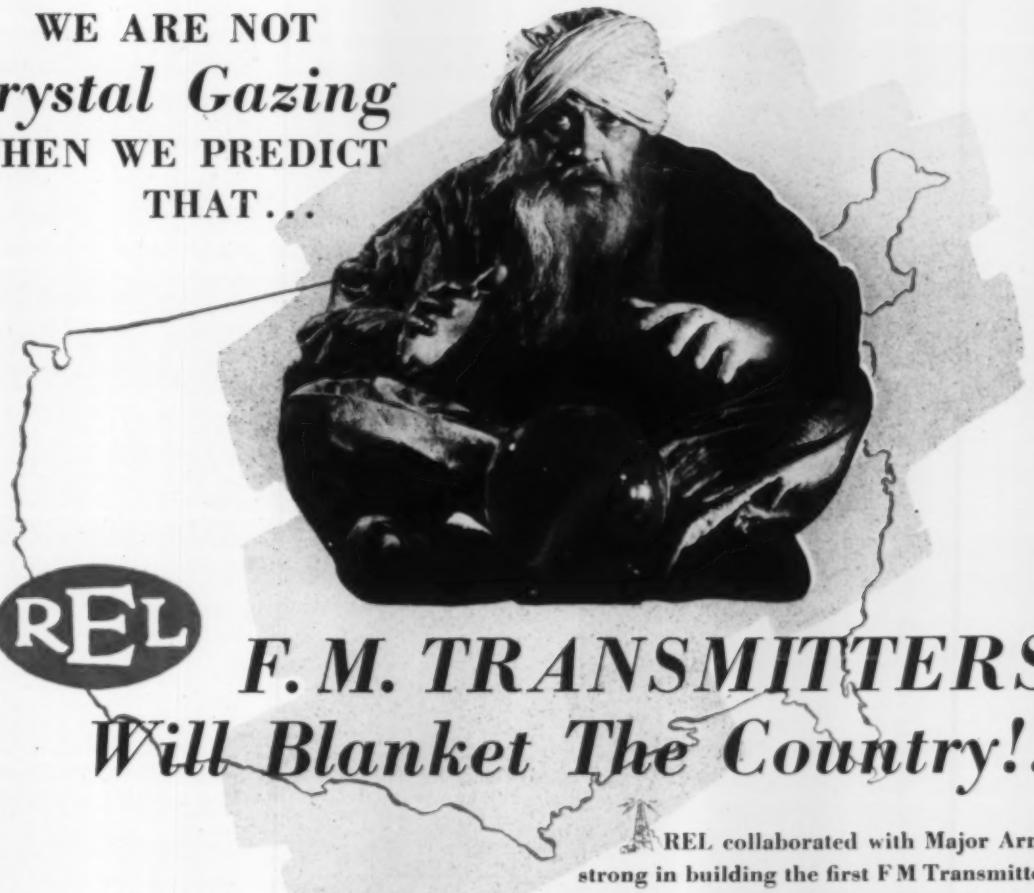
NEGOTIATIONS are now in progress for purchase by General Electric Co. of the Ken-Rad Corp. radio tube branches in Owensboro, Ky. and four other locations, it has been announced by Roy Burlew, Ken-Rad president, and Dr. W. R. G. Baker, GE vice-president in charge of the electronic department. The prospective sale does not include the electric lamp manufacturing operations of Ken-Rad.

Rats Again

INTERRUPTING *Black Flame of the Amazon* at 9:05 p.m. on KFAR Fairbanks, Alaska one night not long ago, a foolish rat lost his life by tangling with the 1500 w transmitting equipment. The cheese eating interloper was found by chief engineer Augie Hiebert, who, with the aid of his spaniel puppy, Sparky, were investigating the cause of the disturbance.

LOOK OVER...
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
REPRESENTED BY
TAYLOR - HOWE - SNOWDEN

WE ARE NOT
Crystal Gazing
WHEN WE PREDICT
THAT...



REL

F. M. TRANSMITTERS Will Blanket The Country!!

REL collaborated with Major Armstrong in building the first FM Transmitter to be put into service...At Alpine, N.J....now W2XMN. This was followed by some of the most difficult installations ever made in the entire history of radio . . . Station WMTW, (Yankee Network) atop Mt. Washington, where the weather is "the worst in the world". . . Station WENA (Evening News Association) on Detroit's highest skyscraper.

In back of REL is as fine a record of performance as any in the world! REL Engineers have unique experience! Their reputation for reliability and "know-how"...their vast resources and store of knowledge...these things put REL in the lead for postwar FM expansion!

Yes, REL transmitters will soon mushroom throughout the country . . . we're ready to move ahead!

Sales Representatives

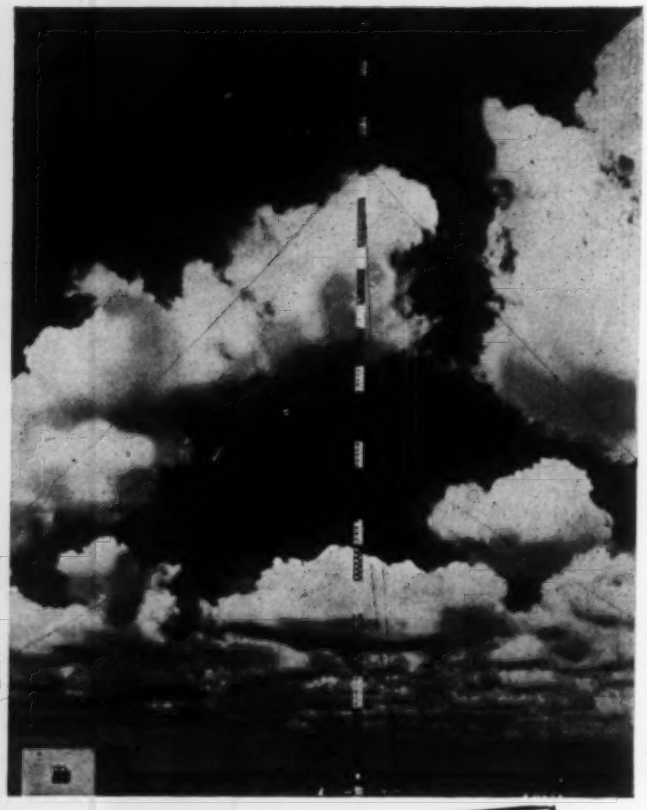
MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MID WEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neeley
5334 Hollywood Blvd.
Hollywood, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.



Number ONE

... IN VOLUME OF RADIO ADVERTISING

Broadcasters are regular users of general advertising publications. They are the media which cover editorially all phases of advertising and marketing. In covering all factors concerned with sales and advertising among advertisers and agencies, they perform a valuable service.

Among general advertising publications, ADVERTISING AGE has been the *number one* medium for radio station advertising for many years. ADVERTISING AGE carries more radio station advertising than any other general advertising publication.

This leadership among general advertising publications is based on total lineage, number of accounts, number of insertions and number of exclusive accounts.

Send for tabulation showing how broadcasters distribute their promotion effort in the general advertising publications.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago • 330 W. 42nd St., New York

High Praise From Treasury Officials To Radio, NAB, OWI for Bond Drive

"CERTAINLY the voluntary contributions of the radio industry for the Sixth War Loan have far exceeded our expectations", Ted R. Gamble, national director of the Treasury War Finance Division, said last week in a statement to BROADCASTING praising the part of broadcasters in the Bond campaign.

"I would like to take this opportunity", he said, "to thank the NAB, the OWI, the four networks, the individual stations, the advertisers and advertising agencies and the War Advertising Council for their enthusiastic support. In prospect the Sixth War Loan presented one of the most difficult problems we had to face. We have called upon everyone in radio broadcasting to participate. . . . to shoulder some of the responsiblity for this Drive. They are to be congratulated for assuming this responsibility and working in such close harmony to produce truly inspiring results."

In like praise of radio, Thomas H. Lane, WFD director of radio, press and advertising, commented "The difficulties we have faced in the promotion of the Sixth War Loan made it necessary to coordinate every force within the radio industry and to call on everyone for help. The organizations and committees with which we have worked from the policy stage through to the last radio broadcast on the last day of the Drive are to be congratulated for their untiring devotion to the task and the effectiveness of their efforts."

These effective results of radio's voluntary offerings toward solution of many problems of the Sixth Loan were expressed in a report by Robert J. Smith, chief of the WFD Radio Section, who said "Specifically, the Radio Section has placed itself at the disposal of the networks and agencies in the planning of 450 network shows plus hundreds of live local shows, in addition to the recorded programs built up by the Treasury which were requested by 883 stations. The actual time devoted to the campaign for these transcriptions is estimated to be 20% higher than any previous Drive." (OWI report is on page 32.)

The Treasury theory— that if people were allowed to participate in the early planning and execution of ideas and activities they would have a greater understanding of the objectives to be obtained and policies to be followed—was displayed during the Sixth Loan in the Station Advisory Committee, composed of advisors drawn from individual stations; Network Bond Committee, composed of network representatives; and the Music Advisory Committee, with top persons from that field. Close relationships also have been maintained with War Activities Committee, War Adv. Council, OWI, Army, Navy and other agencies.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Washington, D. C. Kansas City, Mo Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

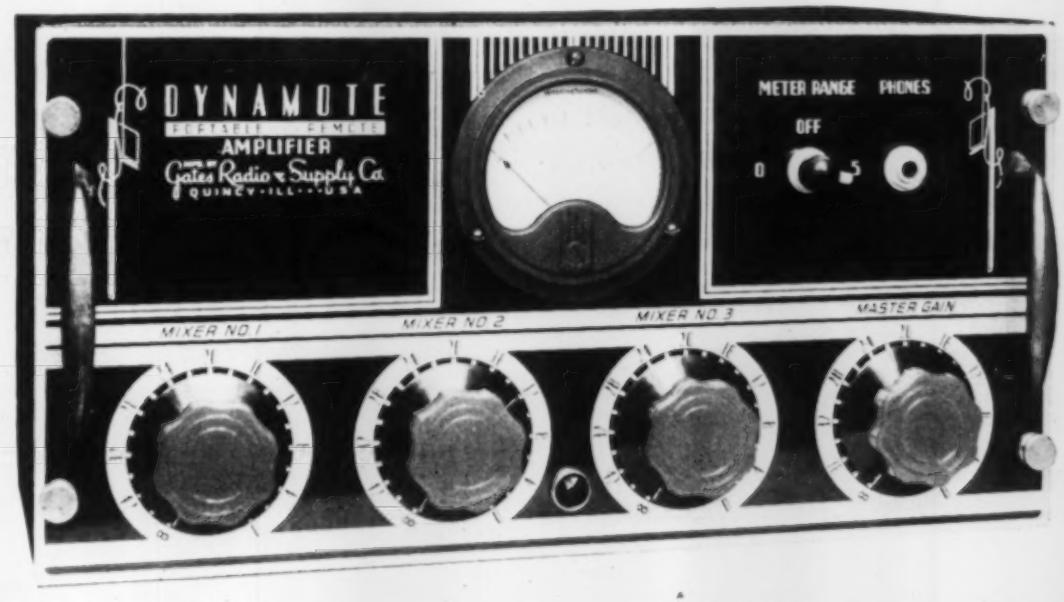
Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

BUY WAR BONDS

Beauty and Performance Now Go Hand in Hand—



Here's The Famous Gates DYNAMOTE

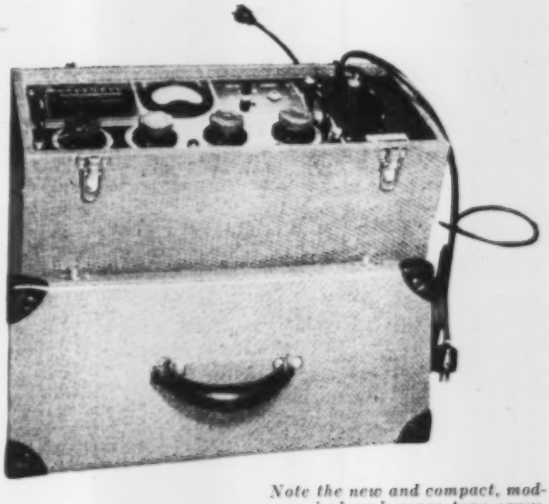
PORTABLE REMOTE AMPLIFIER

that provides perfect response and flexibility to meet every need

● The Gates Dynamote is the most popular, deluxe remote multi-channel unit in use. No wonder, too, when you consider the hundreds of stations that have found complete satisfaction in the versatility of the Gates Dynamote to go anywhere and offer top performance every time. Small in size, light in weight, rugged in design, smart in appearance, the Dynamote and its small Power Supply Unit are carried compactly as one, in a sturdy carrying case, to go anywhere and pick up anything. The dependable, brilliant-performing Dynamote is adaptable to 99% of the remote uses—from football games to symphonies . . . and with its *three inputs*, mixing three microphones, and type of remote set-up comes within its scope. Available either in V.U. or Db. meter.

The Gates "Dynamote" deserves a place in your post-war plans. Ask for details of our Post-War Priority Plan that assures you prompt delivery when normal production is resumed.

Wartime restrictions do not allow the sale of new broadcasting equipment without priority. This equipment is presented merely to acquaint you with Gates' developments.



Note the new and compact, modern airplane-luggage type carrying case that is completely weather resistant. Additional space in bottom for microphones and other accessories.

Gates

RADIO COMPANY, Quincy, Illinois, U.S.A.

MANUFACTURERS OF RADIO BROADCAST TRANSMITTERS, SPEECH EQUIPMENT, RECORDING APPARATUS AND ALLIED EQUIPMENT IN THE ELECTRONICS FIELD

AIR POWER IN AIR FORCE

Servicemen Who Put the AAF on the Airwaves Represent a Fortune in Radio Names

A FORTUNE in radio industry names is represented in the servicemen serving with the two Army Air Forces Radio Units now engaged in telling the story of American air power to the estimated 15,000,000 people who listen weekly to the programs and scripts they prepare. Ex-radiomen from all branches of the industry staff the units which currently are stationed at Santa Ana and New Haven.

Heading the unit now at New Haven and scheduled to go to New York by Jan. 1 is Capt. Robert G. Jennings, former WLW Cincinnati executive and later radio director of H. W. Kastor & Sons, Chicago. Maj. Glenn Miller, orchestra conductor, now is overseas as head of a band from the New Haven Unit. He first directed the band there, now under the direction of Sgt. Harry Bluestone. A veteran of some 20 years as musical director in radio is the commanding officer of the Santa Ana Unit, Lt. Col. E. J. Dunstedter.

Starting early in 1942, first with recruiting, then combat reporting, and now rehabilitation, the AAF has used radio through 200 local broadcast series, seven official programs and personal appearances of its men on the air.

The first unit was established at Santa Ana a few months after Pearl Harbor, at the request of Gen. H. H. Arnold, Commanding General of the AAF. Its mission was to provide broadcasts to the networks. In November 1943 two additional units were established, one at Ft. Worth, another at New Haven. The Ft. Worth Unit has now moved to New Haven to replace the original Yale Unit now overseas.

Programs for local stations are produced by the more than 200 AAF installations throughout the U. S. They have formed a valuable link in the relationship between the post and the nearby civilian community.

The net shows produced at Santa Ana and New Haven are: *AAF Symphonic Flight* on Blue, *Roosty of the AAF* on Mutual, *First in the Air* on CBS, *Army Air Forces Band* on NBC, *Hello Mom* on Mutual, *Soldiers with Wings* on Blue, *I Sustain the Wings* on NBC. In addition, William Wrigley Jr. Co. provides the AAF with the CBS *America in the Air* program.

Among ex-industry men staffing the AAF Units in addition to Col. Dunstedter, Capt. Jennings and Maj. Miller are: Maj. Emmett D. Giffen, net musical director; Capt. Richard B. Macauley, radio writer; 1st Lt. Samuel S. Zagon, legal counsel to Mutual-Don Lee.

Sgt. Hal. Gibney, NBC announcer; Sgt. Warren Lewis, NBC writer; Sgt. Clark T. Casey, chief sound engineer, RCA, Hollywood and CBS Hollywood; Sgt. Richard S. Conway, writer on Bing Crosby, Bob Burns shows; Sgt. Edward D. Haldeman, freelance radio writer; Sgt. Rubin Raksin, staff arranger WFIL Philadelphia; Sgt. Abe Robyn, sound engineer, Bell Tele. Labs.; Sgt. Scott Farnworth, writer, actor CBS; Sgt. William L. Robinson, engineer, WOR WGN WREN-WDAF KELW KHJ; Sgt. Stanley T. Spigelman, musical director KOMO KJR; Sgt. Clifford N. Thorness, sound engineer CBS Hollywood; Sgt. George Voutsas, NBC producer; Sgt. Tom Hudson, net announcer; Sgt. Ben Gage, NBC announcer.

Cpl. Thomas Adair, writer on NBC, Blue, MBS; Cpl. Lawrence Marcus, writer for *Inner Sanctum*, *Grand Central Station*, other net shows; Cpl. Marshall Sosson, assistant conductor CBS orchestra; Pvt. Robbins K. Fowler, writer Chase & Sanborn show, Burns & Allen, other net shows; Pvt. Henry Morgan, writer-producer-actor *Here's Morgan* show on MBS, writer Fred Allen show, program director WEBC Duluth.

Coordinating AAF radio activities at the War Dept. Bureau of Public Relations are Lt. Col. Hal Rorke, former publicity director of CBS West Coast, later assistant publicity director of CBS New York; Maj. Ted Steele, who was account executive with Benton & Bowles; Capt. Edmund Abbott, formerly with WCCO Minneapolis and WBBM Chicago; Capt. Curt Peterson, former radio director of Marschalk & Pratt.

BUFFALO BILL didn't get "all of 'em" as indicated by the future trophy Bob Dean (1) owner and manager of KOTA Rapid City, S. D., and Wythe Walker, station representative bagged on a South Dakota buffalo hunt, short time ago.

VETS' XMAS DISCS

WFBC Gives GIs Chance to Send Word Home

GI PATIENTS at the Greenville, S. C. Army Air Base Hospital can send home Yuletide greetings via recordings provided by WFBC Greenville, which set up recording apparatus and sent chief engineer Hubert Brown to make the discs which were played back to the boys so they could hear what they said. Similar arrangements were made for the 1,000 wounded veterans at Moore General Hospital, Asheville.

Recordings, which are packaged and stamped for mailing, can be made by the men while they are flat on their backs at the station hospital. According to Bevo Whitmire, WFBC manager, the boys enthusiastically took to the idea of making the recordings.

Arrangements to make the discs at Greenville Army Air base were handled by Capt. Robert Burger, PRO and at Moore General Hospital by Lt. Marvin Golden, assistant reconditioning officer.

Let's Take "JOE and RALPH" . . .

in the DETROIT AREA

Many a sponsor with a network show uses Joe and Ralph ("The Early Morning Frolic") for *plus-programming*. He uses his national hookup for institutional advertising and gets right down to bedrock product selling with dramatized spots on this great CKLW show (6:00 to 9:30 A.M. daily) slanted straight for Detroit Area listeners. It's a comedy show, as much an institution in this market as coffee-for-breakfast!

A spot on "The Early Morning Frolic" is a powerful piece of time. It covers a primary market of over 8,000,000 people. It will increase your sales . . . do "point of purchase" advertising . . . test the "pull" of a new product in this, America's Third Market. The price? $15.00 per spot, imagine that! All in all, it's a buy! Sure, all radio time is "tough" right now . . . but a deal this good is worth waiting in line for.

Union Guardian Bldg., Detroit, 26

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

CRYSTALS

HOLLISTER CRYSTAL CO.
Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

WE'VE SEEN 'EM GOING UP AND COMING DOWN

STATIONS come and stations go. In a little over two decades, Toronto has watched eight of them appear and disappear. But for more than seventeen years, CFRB has broadcast its schedules without interruption and will continue to do so.

We have contributed to the progress of this lately grown-up industry in the past, and are in a position to further its development in the future. We're proud of our record . . . proud of our tremendous following of loyal and consistent listeners . . . proud of our standing with the agencies and their clients.

These are the benefits we offer to those who listen and to those who use our facilities to broadcast their sales messages.

CFRB

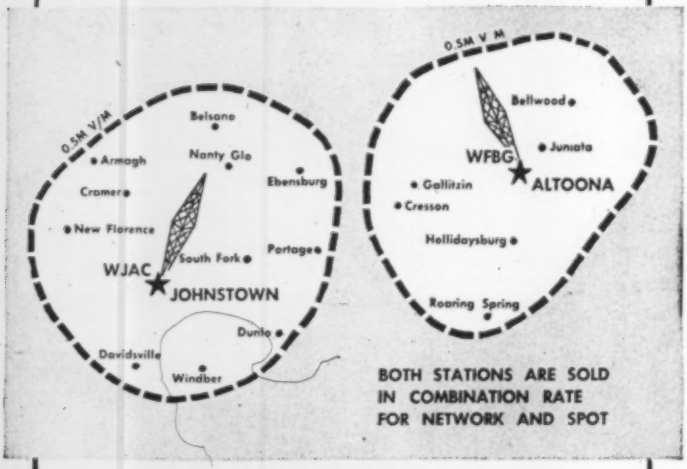
10,000 WATTS OF SELLING POWER — 860 KC TORONTO

WJAC
JOHNSTOWN

NBC

WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

WJLS

BECKLEY, WEST VIRGINIA

Expands its market...*

*Daytime coverage increases 1,390 square miles...with 110,711 additional potential listeners (FCC survey).

now at 560 *on the dial*

CBS NETWORK
Represented by Burn-Smith

FCC Denies Blue Pleas for KECA

Sets Aside Tulare, Cal. Grant Pending Futher Probe

PETITION of the Blue Network Co. for a grant without hearing of its aplication to change frequency of KECA Los Angeles from 709 to 770 kc and increase power from 5 to 50 kw was denied last Tuesday by the FCC [BROADCASTING, Dec 4].

At the same time the Commission denied Blue's petition to consolidate its hearing with that of KOB Albuquerque for modification of construction permit and license to cover permit as modified to change frequency from 1180 to 770 kc and with a hearing of KXA Seattle on application for modification of license to change hours of operation from limited to WJZ to unlimited on 700 kc. KOB's application is designated for hearing.

Motion of KXA for leave to amend application was granted Wednesday by motions of Commissioner Wakefield Jan. 2, and the application, as amended, was removed from the hearing docket.

An alternative request of the Blue to intervene in the KOB and KXA applications also was denied.

Proposed KECA move would reduce the status of the 700 kc channel from a I-A (clear at night) to a I-B (duplicated) frequency with both KECA and WJZ using 50 kw. Operation of KECA on 770 kc with 50 kw would preclude operation of KOB, which has been broadcasting under a special service authorization on 770 kc and prior to that on 1030 kc with a special service authorization.

Denials of the Blue's petitions mean that the application to change frequency from 790 to 770 kc, increase power, install new transmitter with directional antennas for day and night use, and move transmitter and studios still is pending.

In another action Tuesday the Commission set aside its grant of Dec. 5 to Herman Anderson, farmer and businessman, for a new station at Tulare, Cal., to operate on 1240 kc with 250 w unlimited [BROADCASTING, Dec. 11]. Mr. Anderson and Robert Franklin, associated with KTKC Visalia, Cal., originally filed the application but Mr. Anderson filed an amended petition, requesting withdrawal of Mr. Franklin as a party to the application. In announcing its recision, the FCC said it set aside the grant "pending further examination of the application and related matters".

Sub For Murrow

EDWARD R. MURROW'S Sunday broadcasts for American Oil Co. on CBS for the last three weeks of December are being taken over by CBS correspondents from London. Charles Collingwood speaks Dec. 24 and Larry Lesueur Dec. 31. Eric Sevareid handled last Sunday's program. Mr. Murrow is in this country for a brief visit.

WAIT-WGES SWAP APPROVED BY FCC

AN EXCHANGE of interests whereby the Gene T. Dyer family retains WAIT Chicago and his brother John A. Dyer and his associates become owners of WGES Chicago was approved by the FCC last week under its duopoly regulation, Sec. 3.35. Consideration is $100,000 for the assets of WAIT and a similar amount for the assets of WGES, in each instance including $15,000 cash working capital [BROADCASTING, July 10].

New ownership is as follows: WAIT—Gene T. Dyer, 19%; Evelyn M. Dyer, 35%; Gene T. Dyer Jr., 24%; Adele Moulds, 10%; Louis E. Moulds, 6%; Grace V. McNeill, 6%. WGES—John A. Dyer, 21%; Vivian I. Christoph, 34%; Elizabeth M. Hinzman, 30%; F. A. Ringwald, 10%; William F. Moss, 5%.

Sale of WSBC by the Dyer interests for $100,000 to the owners of the J. Miller Adv. Agency, Chicago, also because of the duopoly regulation, was approved by the FCC Sept. 26 [BROADCASTING, Oct. 2].

In another duopoly action motions Commissioner Ray C. Wakefield last Wednesday continued hearing from Dec. 18 to Feb. 29 the application of WEEU Reading, Pa., for renewal of license. Application for transfer of WEEU by Berks Broadcasting Co., Reading, to George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein (owner of KDRO Sedalia, Mo.) for $210,000 is pending before the Commission.

WOV Capital Office

WOV New York will open a Washington bureau Jan. 1 with Tom Morgan, WOV commentator, as chief. Headquarters will be in the Mayflower Hotel. According to present plans, Mr. Morgan will spend Tuesdays in Washington, covering the President's press conference and the Senate, returning to New York to give his regular news broadcasts, which will be advanced from its present spot to 10:05-10:15 p.m.

A TOTAL of 287½ hours during the first nine months of 1944 were devoted to public service programs by WLW Cincinnati. All originated by the station, the programs included problems of health, education, war activities and rationing.

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

WSYR City Fights to Break Storm's Grip

2-Ft. Fall Ties Traffic and Wire Service

Hundreds of Phone and Lighting Circuits Are Paralyzed

5 DEATHS IN STATE

Storm Spreads Over Northern United

■ During the night, the snow flew.

On the morning of December 1, Syracuse, a city of ¼-million people, was completely snowbound—paralyzed—all normal life brought to a standstill.

The streets and roads were impassable, blocked by drifted snow. Stalled buses and trucks covered the highways. Entire villages were cut off from communication with the outside world.

Long distance calls were held to an irreducible minimum; the fire departments could not function. Schools were forced to close. Civic activities were abandoned.

In this emergency—one of the worst in the city's history—officials and public alike turned for help to Station WSYR. And again, WSYR was to prove its worth to the community it serves. Was again to prove that listener confidence and loyalty which it had built all these years was well placed.

When authorities decided to close the schools, WSYR was chosen to get that message to the public.

As incoming calls from city and country school districts jammed the switchboard the announcing staff of this station relayed the vital information to uncertain homes. In many instances children had been compelled by the storm to remain at their schools the preceding night—it was WSYR which relieved the minds of worried parents regarding the safety of those children. By sticking faithfully to the job WSYR had performed a very real public service. It had been chosen for this task because school officials knew that only this station was able to reach the number of homes that had to be reached for complete effectiveness. Officials realized that WSYR had a greater home influence than any other station in their area and thus was capable of getting a vital message into the majority of homes in central New York.

Other public agencies called on WSYR for assistance. At the request of the state police instructions to motorists were broadcast; up-to-the-minute road and traffic information was secured by the staff and immediately passed on to all who might use the highways; pleas were made on behalf of the fire department, for the railroads and for help in clearing the streets.

All of these things were done at the request of state, city and county officials and interested parties—proving that under unusual circumstances officials and public alike turn first to WSYR for help.

Ever since its founding WSYR has gone quietly about the business of performing those duties which most benefit the community it serves. A storm such as that of December 1st is fortunately a rarity, but when the emergency struck listeners *knew* that WSYR was able and eager to assist them—and it was to WSYR that Syracuse turned as a "friend in need."

WSYR, Syracuse • **Associated with WTRY, WKNE, WELI**

WSYR Representatives: Paul H. Raymer Company

THERE'S NO SHORTAGE OF TOBACCO AT KINSTON, NORTH CAROLINA

Send For Your Free Sample

WFTC

WORLD'S FOREMOST TOBACCO CENTER

WFTC IS LOCATED IN THE CENTER OF THE LARGEST CIGARETTE GROWING AREA IN THE WORLD. OVER 52 MILLION POUNDS SOLD THIS YEAR IN A 10 WEEK PERIOD FOR THE FARMER FOR OVER 22 MILLION DOLLARS.

We Can Sell Your Products

Contact Burn-Smith Company

WFTC

KINSTON NORTH CAROLINA

A *Blue* AFFILIATE

ACA ASKS HIGHER NIGHT TIME RATES

NEGOTIATIONS are in progress between American Communications Assn. and WHOM Jersey City; also WNEW WHN and Muzak Transmission, New York, regarding technicians contracts, and with WLIB and WABF (FM) New York for announcers. Agreements are expected to be completed by the end of the month, according to an ACA spokesman.

The union is demanding wage increases, night differentials and minor improvements in contracts. The night differential clause, calling for higher wages for nighttime duty, established a new precedent for the union.

Union has appealed the decision of the Second Region Stabilization Division of the War Labor Board disapproving application for wage increases at WHN, but is not appealing the Division's ruling on a modified weekly rate range of $47-50 to $75 for WNEW, as against the $47-50-$75 requested, since new negotiations are already in progress.

The Third Region WLB approved application for wage increases for technicians at KYW Philadelphia retroactive to August, 1943, as filed following a joint agreement reached by both parties [BROADCASTING, Sept. 25].

Commercial Expansion

EXPANDED war and general radio engineering business have necessitated larger Washington quarters for Commercial Radio Equipment Co., which moved Dec. 18 to a suite in the International Bldg., 1319 F St. NW. Phone is District 1319. Everett L. Dillard, general manager, announces affiliation of K. M. Hollingsworth as radio engineer to assist in AM, FM and television applications. Other engineering personnel will be announced in the near future. Robert F. Wolfskill, manager of Commercial's Kansas City office, has returned after two weeks in Washington in connection with planning for the operation of the company's two new FM development stations in Washington, W3XL, main station, and W3XLA, satellite.

PA Records Highlights

PRESS ASSN. is distributing to radio clients its annual transcribed dramatization of the year's news highlights under the title *This We Have Done*, covering top events of 1944. Program embraces the landing at Anzio, capture of Rome, D-Day landings in France, capture of Paris, A-Day invasion of the Philippines and the big push along the western front. Annual feature, written by Raphael Hayes, was directed by Charles Gaines and produced by George Silvers of the PA staff. Jackson Beck is narrator. Music was provided by John Gart.

A PLAQUE certificate of appreciation commemorating the 26 GI programs to be broadcast by WISN Milwaukee from "The World's Largest Classroom" at Traux Field, Madison, Wis., has been awarded to the station by Brig. Gen. Vincent J. Meloy, commanding general of the AAF Training Command Post.

'Bulletin' to Get WPEN From Bulova by Dec. 30

OWNERSHIP OF WPEN Philadelphia will pass from Arde Bulova, New York broadcaster and watch manufacturer, to the *Philadelphia Bulletin* on Dec. 30, when $620,000 plus adjustment of accounts receivable will be paid over to Mr. Bulova for all of the capital stock of the William Penn Broadcasting Co. licensee of WPEN and its companion WPEN-FM. The FCC on Dec. 9 announced approval of the transfer—a day before the option to purchase was to terminate. [BROADCASTING, Dec. 11].

While the transaction was to be closed 15 days after FCC approval or about Dec. 24, agreement was reached by the principals to transfer on Dec. 30 as of Dec. 31. WPEN operates on 950 kc with 5,000 w full time using a directional at night. It is an independent. The FM station is on 47.3 mc, unlimited.

WAILES TO DIRECT TAKEOVER OF KEX

HEADED by Lee B. Wailes, a group of Westinghouse officials left Philadelphia Dec. 10 for Portland, Ore., to take over operation of KEX, purchased from the Oregonian Publishing Co. for $400,000 cash. The FCC already has approved the transfer.

Mr. Wailes, general manager of Westinghouse Radio Stations Inc., will set up offices and, with his staff, make other arrangements necessary to taking over KEX on Dec. 28. They will remain in Portland until after the first of the year.

KEX, with 5,000 w, operates on 1190 kc and is the only Blue affiliate in Oregon. It has a 50,000 w potential on the channel. Other Westinghouse stations are KDKA Pittsburgh, WBZ-WBZA Boston and Springfield, KYW Philadelphia, and WOWO Fort Wayne, plus WBOS, shortwave station in Boston.

Young Man's Field

SEVENTEEN-year-old Michael Marlow, a high school senior and regular staff announcer on WWSW and WTNT Pittsburgh, is celebrating his fourth year in radio this month. He made his debut while a freshman over WHK Cleveland as high school sportscaster and m.c. of a boy scout series. Michael then did a 40-week commercial series on WCLE Cleveland and during a summer vacation served as staff announcer on WMRN Marion, Ohio. He came to WWSW in June and, in addition to announcing and newscasting, handles the *Golden Hour of the Classics* nightly over WWSW and the *String Ensemble* nightly over WTNT, FM affiliate of WWSW.

Mr. Marlow

THE GIFT OF TELEVISION

Think of television as a gift long desired. It is — the answer to man's ageless yearning for eyes and ears to pierce the barrier of distance. It is man's oldest dream come true.

Through the screen of your postwar television receiver, the pleasures of tomorrow's peacetime world will come to you in overflowing measure. You'll see a rich, living tapestry woven from the glamor, the laughter and suspense of the theatre and the sports field. You'll enjoy a new kind of university for all the family...with magic carpet lessons...and world leaders as teachers. You'll thrill at a Twentieth-Century newspaper that mirrors events as they transpire; conferring on every man the honor of participating in things worthwhile, lifting him to new joy and new dignity in the history of the world.

But for the war, a DuMont Television-Radio Receiver might have been your most exciting gift this Christmas! We shall do our best, God willing, to bring to you and yours the gift of fine quality television before the next Christmas Season.

Copyright 1944, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

More RESPONSIBILITY rests under this dome than any other building in the world.

More RESPONSIBILITY

Having always given MORE for the money, it is our responsibility to see that sponsors continue to get MORE satisfaction than at any other Memphis Station.

Total Memphis business is valued at over $2,000,000,000.00 annually.

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Chicago Office

ADAM J. YOUNG Jr. Inc., recently organized station representative firm, has opened a Chicago office at 55 E. Washington St., headed by Robert Russell, formerly Chicago manager of Joseph Hershey McGillvra Inc. and previously with Blackett-Sample-Hummert. Dorothy Warner will assist Mr. Russell. Telephone is Andover 5448. CFRB Toronto has appointed Young as its representative, effective immediately, and the firm will handle CJOR Vancouver as well as the previously announced CKAC Montreal, beginning Jan. 1.

Cork Co. Adds Five

ARMSTRONG CORK Co., Lancaster, Pa. (floor coverings) on Dec. 30 adds WENT WKMO WHUB KGBS KSJB WSAU to *Armstrong Theatre of Today*, making a total of 141 CBS stations, Sat. 12-12:30 p.m. Agency: BBDO, New York.

The San Francisco Radio Picture Has changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

WKY'S VIDEO BOND TOUR

Television Stunt Covers 1,200 Miles, 19 Cities During 23-Day Trek

Television Truck Used for Bond Tour

TELEVISION demonstration War Bond tour of 1,200 miles, covering 19 cities in 23 days, has been completed by WKY Oklahoma City. Serving as a preview of postwar radio as well as offering opportunities for a technical experience, the tour was supported by local newspapers and stations. A total of 31 performances was given before more than 41,000 persons.

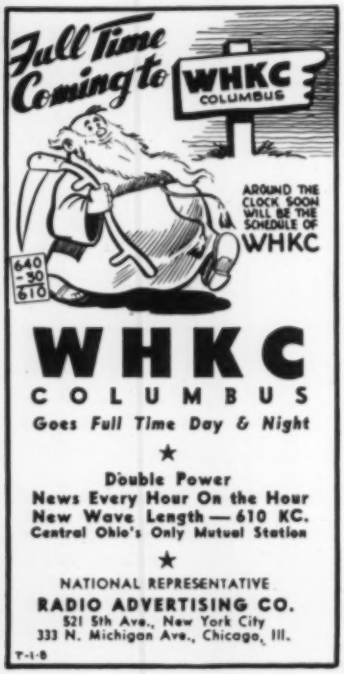
All of the expenses of the tour were borne by WKY, except for auditorium rentals, handled by local War Bond committees which also made arrangements for War Bond admissions to the performances. The standard RCA 441-line demonstration equipment used for the trip was carried in a specially fitted sound truck. Set illumination consisted of 10 kw of lights with a reflector backdrop.

Powerline variations of from 92 volts minimum to 131 volts maximum and extreme temperatures were two of the technical hardships overcome. WKY engineers rotated time with the unit so that all members of the technical staff would benefit through the actual work.

Newspapers devoted 25,000 lines of news, features and pictorial space to the television tour while local stations contributed sustaining time or received permission from sponsors for time.

Kobak to Tour

EDGAR KOBAK, Mutual president and general manager, leaves New York Dec. 22 for a cross-country tour to review the set-up of Mutual affiliates. He will combine the business trip with a visit to his son James, now stationed in a camp in California, and scheduled to go overseas shortly. Mr. Kobak will leave soon after a Christmas cocktail and luncheon party for the entire MBS staff, to be given Dec. 22 at the Hotel Astor in New York. Continuing his practice established while executive vice-president of the Blue, of holding get-together dinners for various network departments, Mr. Kobak was host last Thursday to Mutual's promotion and publicity department at the Hotel New Weston. The sales department has already been feted, and other units will be entertained in the future.



WHKC

COLUMBUS

Goes Full Time Day & Night

★

Double Power

News Every Hour On the Hour

New Wave Length — 610 KC.

Central Ohio's Only Mutual Station

★

NATIONAL REPRESENTATIVE

RADIO ADVERTISING CO.

521 5th Ave., New York City

333 N. Michigan Ave., Chicago, Ill.

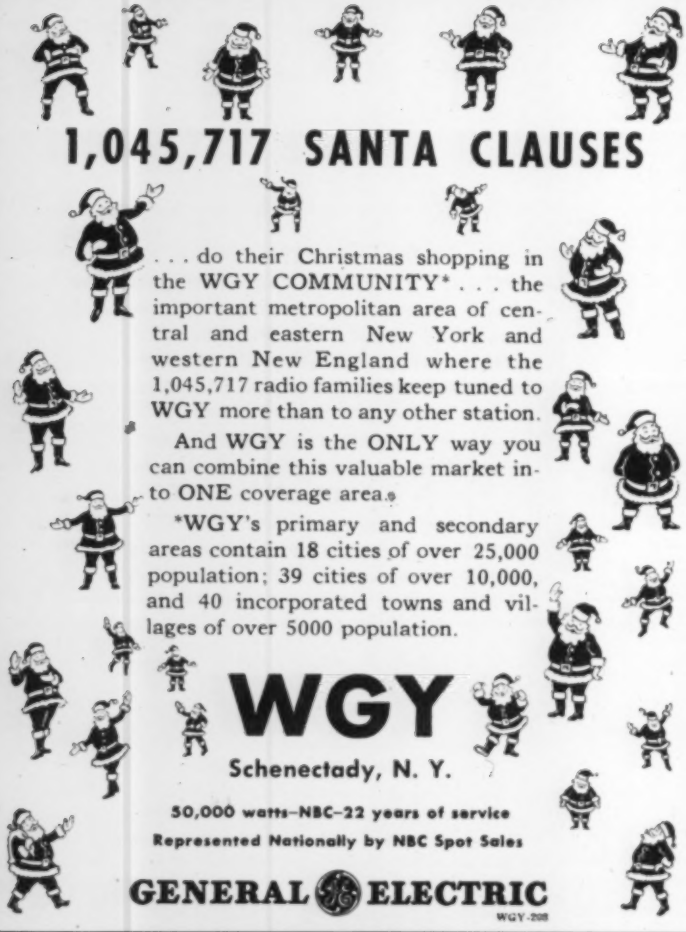
T-1-8

Western Electric

The nation's largest producer of electronic and communications equipment for war.

Please help keep LONG DISTANCE circuits clear for necessary calls on December 24, 25 and 26.

BELL TELEPHONE SYSTEM


1,045,717 SANTA CLAUSES
. . . do their Christmas shopping in the WGY COMMUNITY* . . . the important metropolitan area of central and eastern New York and western New England where the 1,045,717 radio families keep tuned to WGY more than to any other station.
And WGY is the ONLY way you can combine this valuable market into ONE coverage area.
*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.
WGY
Schenectady, N. Y.
50,000 watts—NBC—22 years of service
Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-208

DIRECT-CUT COPIES
OF YOUR RECORDINGS
33⅓ RPM transcriptions for broadcast or audition use.
24 HOUR SERVICE
— packaged and shipped to your station list from Chicago.
Aluminum based material available where transcriptions can be returned after use.
Write for complete details and prices.
L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

Ten Standard, Four FM Stations Sought In Week's Applications Filed at FCC

NEW APPLICATIONS filed with the FCC last week request facilities for 10 standard outlets and four FM stations. Three of the standard applications seek 1,000 w while the others ask local assignments.

Central Broadcasting Co., licensee of WEAU Eau Claire, Wis., has applied for a new standard station at Madison, Wis., to operate on 1070 kc with 1,000 w unlimited.

Myles H. Johns, operator of WOSH Oshkosh, Wis., has filed for Milwaukee facilities of 1060 kc, 1,000 w daytime.

Assignment on 1290 kc with 1,000 w unlimited time is sought by F. F. McNaughton, Peoria, Ill., editor and publisher of the *Pekin* (Ill.) *Daily Times*.

Indianapolis Petition

Cadillac, Mich., local outlet is requested by Midwestern Broadcasting Co., licensee of WTCM Traverse City, Mich. Facilities asked are 1240 kc with 250 w unlimited.

Associated Broadcasters Inc., permitee for FM station WABW Indianapolis, has filed for a new standard local station in that city on 1550 kc with 250 w unlimited. Company is owned by M. J. McKee (about 34%), R. M. Crandall (27%), M. R. Williams (12%), all local businessmen; B. L. Tammey (14%), radio engineer, and Thomas Kurrie (14%), attorney.

The 1450 kc frequency with 250 w unlimited is asked for Ventura, Cal., by Ventura Broadcasters Inc., owned by Walter J. Fourt, president (4%), attorney; Bert Williamson, vice-president (50.5%), chief engineer of KTKC Visalia, Cal.; Lyman A. Treaster, secretary-treasurer (7.5%), assistant chief engineer of KTKC; William A. Kilpatrick (19%); Troy L. Banks (6.5%), control operator and announcer of KTKC; Gareth W. Houk (4%), attorney; Winfield V. Scott (5%), insurance man; Ward Daniels (4%), fruit packer. Mr. Williamson is proposed as manager of the station.

J. O. Emmerich, editor and publisher of the *McComb* (Miss.) *Enterprize* and the *Reville* of Centreville and Gloster, Miss., is applicant for a new standard outlet at McComb on 1490 kc, using 250 w unlimited.

Hugh G. Shurtliff, control operator for KMJ Fresno, Cal.; Charles A. Shurtliff, farmer; Mareby Cardell (Della) Shurtliff; and Cleo Agnes Center have applied for a new standard station in Santa Maria, Cal. on 1450 kc with 250 w unlimited. Hugh and Cleo are son and daughter of Charles and Mareby Shurtliff.

Norfolk Broadcasting Corp., composed of local businessmen and certain individuals with interests in WLPM Suffolk, Va. and WFNC Fayetteville, N. C., has applied for a new standard outlet in Norfolk on 1240 kc with 250 w unlimited. Fred L. Hart, president, general manager and approximately 19% owner of WLPM, is secretary and 16.4% owner of the new company. Frank E. Butler Jr., also holder of 16.4% interest, is vice-president and 4% owner of WLPM. Leo Brody, a WLPM director, holds a third interest in Norfolk Broadcasting. John G. Dawson, vice-president and quarter-owner of WFNC, holds a 20% interest.

Frequency of 1240 kc is sought by Murfreesboro Broadcasting Service for a new local outlet to operate with 250 w unlimited at Murfreesboro, Tenn. Partnership is composed of Cecil N. Elrod, Cecil N. Elrod Jr., and S. D. Wooten Jr., each holding a third interest. Mr. Wooten is chief engineer of WREC Memphis.

Inland Broadcasting Co., licensee of KBOW Omaha, has applied for a new FM station on 44,500 kc, with coverage of 9,950 sq. mi. Estimated cost, $37,700.

WDBJ Roanoke, Va. licensee, Times-World Corp., requests FM facilities of 45,300 kc and 30,340 sq. mi. coverage. Approximate cost is $66,500.

KCMC Tex rkana, Tex., has filed for a new FM station on 48,100 kc and requests coverage of 7,088 sq. mi. Estimated cost is $25,000.

The H. W. Greenhow Co., Hornell, N. Y., publisher of the *Hornell Evening Tribune*, seeks a new FM outlet on 49,300 kc with coverage of 5,062 sq. mi. Estimated cost, $31,160.

WPDQ Jacksonville, Fla. has filed application for a construction permit to change frequency from 1270 kc to 600 kc, installing a new ground and directional antenna for night use. Frequency 600 kc is a regional channel.

McKay Resigns

JOHN McKAY, manager of the NBC press department for three years, resigned last week to join King Features Syndicate as director of advertising, promotion and publicity. Sydney H. Eiges, assistant manager of the department, has been named acting manager. In his new position, Mr. McKay succeeds Eric Brandeis.

ARMY-NAVY TO JOIN IN AFRS OPERATION

COORDINATION of the Army, Navy, Marines and Coast Guard in the operation of the Armed Forces Radio Service is announced by the War Dept. and the Navy in a joint release. As a result of a meeting in Los Angeles held under the auspices of the AFRS, an agreement was reached providing that "the AFRS henceforth will be a combined operation of the Army and the Navy, under the commanding authority of the Army."

The AFRS beams news, sports and entertainment programs from 12 shortwave transmitters on the East and West Coasts, in addition to supplementing the 440 outlets serviced in every theatre of war. These programs have been reaching men and women overseas in all the services. Under the recent agreement, professionally qualified personnel from the Navy, Marine Corps and Coast Guard will now supplement the Army men already in the AFRS.

Maj. Gen. F. H. Osborn, director of the Information and Education Division, Army Service Forces, and Rear Adm. L. E. Denfield, acting chief of Naval Personnel, have signed the basic policy memorandum officially approving the joint operations. Col. Thomas Lewis, former vice-president of Young & Rubicam, heads the AFRS from Los Angeles.

John Hayes Is Promoted To Lieutenant Colonelcy

LT. COL. JOHN S. HAYES, former assistant to the vice-president of WOR New York, Mutual station, has been promoted to that rank, SHAEF announced last week. Col. Hayes is now associate director of Troop Broadcasting Services for Gen. Eisenhower, supervising all broadcasting to English-speaking Allied troops, British, Canadian and American, under Gen. Eisenhouwer's command.

Col. Hayes

A reserve officer, Col. Hayes reported for active duty in April 1941, in the Office of the Quartermaster General. He has been in ETO since June 1942, serving before his present assignment as Officer in Charge, American Forces Network. His co-director is British Lt. Col. David Niven.

WHB Names Spot Sales

WHB Kansas City has appointed Spot Sales Inc. as its national representative. Arrangement, concluded last week in New York by Don Davis, WHB president, and Loren Watson, president of Spot Sales, is unusual in that Mr. Davis, who has acted as the station's national sales representative and commercial manager, will continue traveling on behalf of WHB and in connection with other enterprises in which he and Mr. Watson are interested. Mr. Davis is expected to acquire an interest in Spot Sales shortly after the first of the year.

Hyde Slated

(*Continued from page 13*)

who are affiliated with the same political party. The Democrats, with Mr. Porter's confirmation, would be: Porter, Paul A. Walker and Clifford J. Durr. The Republicans now serving are Norman S. Case and Ray C. Wakefield, while Mr. Jett, interim chairman, is labeled an independent.

There have been other names actively advanced for the Craven vacancy. Among them are Charles R. Denny Jr., youthful general counsel who has won general acclaim for his handling of the weighty allocations hearings last fall and for his yeoman work during the House Select Committee inquiry into the FCC; Lowell Mellett, former Government official and anonymous assistant to the President who now writes a syndicated newspaper column; and Capt. E. M. Webster, director of communications of the U. S. Coast Guard and former assistant chief engineer of the FCC. Capt. Webster is an independent politically, having been virtually a life-long resident of Washington.

Mr. Hyde's nomination would win practically universal acclaim, as did that of Mr. Porter. Born on an Idaho farm in 1900, Mr. Hyde came to Washington in 1924 to attend law school. He joined the original Radio Commission in 1928—the year he was admitted to the bar—and rose from docket clerk to assistant general counsel for broadcasting. In the interim he had served as a staff attorney, and examiner. He became assistant general counsel in October, 1942. Mr. Hyde is a Mormon. He married Mary Henderson of Idaho in 1924. They have three boys, Rosel, 17, George 14, and William 9.

Now Maj. Steele

MAJ. L. T. (Ted) STEELE, now with Radio Branch, Bureau of Public Relations, War Dept., has been promoted to that rank. Maj. Steele has been in radio since 1931, when he joined Louis Glaser Inc., Boston agency. He was radio director of the firm until 1937 when he became account executive of Benton & Bowles, N. Y., handling five divisions of the General Foods account. In 1942 he joined the Army and was assigned to the Army Air Forces radio production unit at Santa Ana, in charge of four AAF network shows. He came to the AAF radio office, BPR at the War Dept. in May, 1944, and remained there until his recent transfer to the Radio Branch [BROADCASTING, Oct. 30].

Maj. Steele

PRESIDENT ROOSEVELT will deliver a Christmas message to the Nation on Christmas Eve, Dec. 24, at 5:15 p.m. over all the networks. It is expected that the President will speak for approximately 15 minutes.

FCC Time Limit Involved in Motion For Retrial of Suit to Force KVI Sale

MOTION for a new trial has been filed in the Superior Court of Tacoma, Wash., by KVI Inc. which lost its suit for specific performance of contract against Puget Sound Broadcasting Co., licensee of KVI Tacoma, on the grounds that the contract for purchase of capital stock for $125,000 plus net quick assets at time of sale, was incomplete since no time limitation for FCC decision was placed in the document.

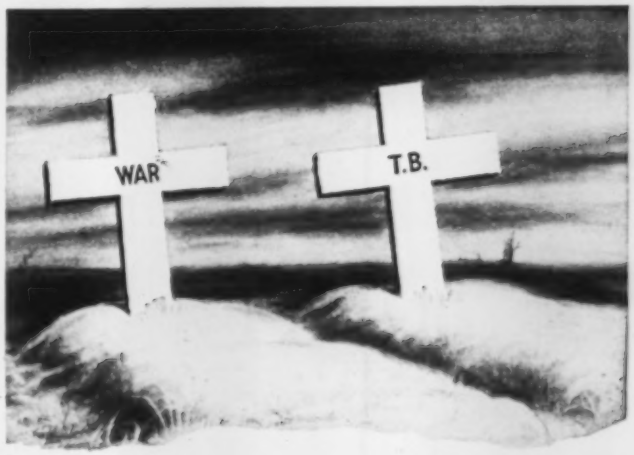
Judge E. F. Freeman, in his ruling, held that while the parties entered into a binding pact July 27, 1943, a fully completed contact had not been drawn because the time limitation on the FCC action was not included.

In the motion for new trial plaintiff's counsel set out that in the contract, parties agreed "the effective date where that term is used herein shall mean the time that the FCC will actually authorize the transfer". Substantiating its claim that time limitation of FCC consideration is not necessary, plaintiff submitted a letter dated Feb. 5, 1944, from T. J. Slowie, Commission secretary, in which he said: "It is not desirable to fix an effective date which may fall due prior to the time the Commission may normally act upon the application". Mr. Slowie's letter referred to Sec. 1.364 which provides that applications for transfer of control should be placed on file at least 60 days before the contemplated effective date of the assignment or transfer.

Rehearing motion also set forth provisions of a receipt for $40,000 given by defendant's counsel, providing for return of the initial payment only if the FCC should fail to approve the transfer, without any time limit being set.

Principal stockholder of KVI Inc., who also was principal witness for the plaintiff, is Sheldon F. Sackett, publisher of the *Coos Bay Times*, Marshfield - North Bend, Ore., and owner of KOOS Marshfield. Pending before the Commission is an application for transfer of KROW Oakland, Cal., by Wesley I. Dumm to KROW Inc., in which Mr. Sackett is 65% owner and Philip G. Lasky, vice-president and general manager of KROW the last five years, is 35% owner [BROADCASTING, Oct. 30, Dec. 4].

In the KVI case Mrs. Laura M. Doernbecker, owner of more than 90% of the shares in Puget Sound Broadcasting Co., is defendant.



TWINS OF DEATH

HAND IN HAND go War and Tuberculosis—the dread disease that since Pearl Harbor has exacted a toll of 145,000 civilians.

Wartime conditions — worry, overwork, abnormal eating and housing — are the *allies of TB.*

Yet Tuberculosis *can* be controlled. The annual sale of Christmas Seals has helped cut the death rate by 75%!

But the current death rate shows that the battle is *far from won* — that your dollars are needed now, urgently.

Please, send in your contribution today.

BUY CHRISTMAS SEALS!

The National, State and Local Tuberculosis Associations in the United States

House Probers Call Bulova in Old Sale

WLWL Transfer by Paulists Revived as WMCA Quiz Ends

CONCLUDING executive sessions in the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network chairman, last Friday the House Select Committee to Investigate the FCC was scheduled in its dying days to conduct a two-day inquiry into the 1937 sale of WLWL New York by the Paulist Fathers to Arde Bulova.

As BROADCASTING went to press the Committee was to have begun the WLWL probe in open hearing Saturday morning with Rev. Edward Lodge Curran, head of the Catholic Truth Society which petitioned the Commission last July to set aside all Bulova station sales; Mr. Bulova, Harold LaFount, general manager of the Bulova stations and Sanford Cohen, New York, Mr. Bulova's counsel, among the witnesses.

Corcoran Absolves White House

Seven witnesses were heard last week to wind up the WMCA investigation, which went "underground" after three days of open session, resulting in the resignation of John J. Sirica as general counel [BROADCASTING, Dec. 4]. Witnesses included William J. Dempsey of the Washington law firm Dempsey & Koplovitz, counsel for Mr. Noble in the transfer; Thomas G. (Tommy the Cork) Corcoran, former White House confidant; Morris L. Ernst, New York Liberal Party leader; David K. Niles, administrative assistant to the President; Mr. Noble, Mrs. Estelle Friedricks, secretary to Mr. Niles; Charles G. Cushing, associate of Marshall Field and retired New York banker.

Emerging from the executive session last Thursday Mr. Corcoran, whose name figured prominently in the WMCA transaction, told reporters he had been authorized by the Committee to say that to his knowledge Mr. Niles had nothing to do with the WMCA sale and neither did anyone else at the White House.

Mr. Corcoran is said to have testified he called the White House and suggested that an investigation of the WMCA sale ordered by President Roosevelt be called off because he felt an investigation would appear that such a "fine, just, impartial and nonpartisan commission as the FCC" had been used for political "reprisals", because Mr. Noble resigned as Undersecretary of Commerce in 1940 to to support the late Wendell L. Willkie for President.

MARK WOODS' STATEMENT

STATEMENT by Mark Woods, Blue president, to affiliated stations on the Petrillo-NABET platter-turner dispute follows:

The facts relating to the present jurisdictional dispute between NABET and the AFM, as they relate to the Blue Network, are as follows:

In negotiating a new contract with James C. Petrillo, for the AFM, last January, we agreed, effective in June, 1944, to employ platter turners who are members of the AFM. This agreement was part of a general contract, in which the AFM made a number of concessions and we in turn accepted the AFM jurisdiction over platter turners, in order that a musicians strike could be averted and the network continued in orderly operation. We were acting in good faith, and had been advised that we were within our legal rights to award this jurisdiction to the AFM.

NABET also claims jurisdiction over the employment of platter turners. NABET appealed to the National Labor Relations Board, asking that their rights to this jurisdiction be upheld. The NLRB decided that status quo should be maintained, which meant NABET would control the jurisdiction of platter turners, except in Chicago, in which city platter turners have for many years been under the jurisdiction of the AFM.

The Blue Network was and is perfectly willing to accept the decision of the NLRB. However, Mr. Petrillo refuses to accept this decision and has warned our company that if we do not keep our agreement with the AFM, he will order a series of wildcat strikes, by withdrawing musicians from our programs at sporadic intervals. We would have no adequate relief from these tactics and over a period of time it would be impossible for us to broadcast our leading programs, due to the absence of musicians for temporary periods. It is our hope that the courts will settle the dispute between the AFM and NABET. Only in that way can either the AFM or NABET be forced to accept a conclusion to the jurisdictional dispute.

The Blue Network finds itself in the middle of a juri dictional fight between the AFM and the NABET. As between these two unions, we do not favor one over the other. We desire that the labor laws of the country be complied with, that our employes be represented by unions of their own choosing, and that strikes against the public interest be avoided.

We are, in truth, helpless in this situation, in that it is one where we cannot bring the issue into the courts. We are faced with interference or stoppage of broadcasting by one union or the other, and until the courts decide the case, we will continue to be faced with this threat.

NABET Ultimatum

(*Continued from page 16*)

Mich.), author of the bill, held little hope, however, that the measure would be enacted by the House this session. Congress will probably adjourn sine die before Christmas. The Senator plans to reintroduce the bill when the new Congress convenes Jan. 3 and is hopeful of passage.

WLB Action

On another front, the WLB announced that it has given permission to the Chicago Regional Board to take action on the KSTP-Petrillo dispute, breaking precedent of withholding procedure while a strike is on. The Board had previously departed from its usual procedure in releasing the panel recommendations on the case, which had been held up when the AFM resumed its strike at the Minneapolis studios of the station. In again breaking precedent, the Board has acted to offset Petrillo strategy to delay action which is believed to have been taken deliberately when the union learned in advance that the panel report would be unfavorable to it. The Regional Board is expected to act on the report within the next two weeks.

Powley Statement

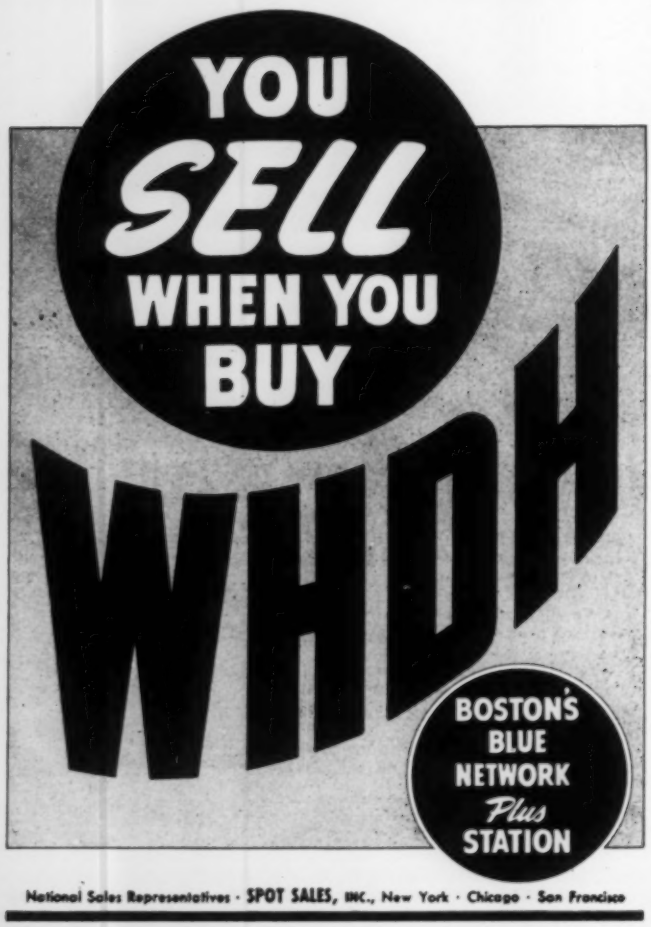
STATEMENT by Allen T. Powley, president, National Assn. of Broadcast Engineers and Technicians:

NABET will abide by the decision of the NLRB and is ready to continue negotiations for new contracts with NBC and the Blue. We have acted in good faith and will not capitulate. Petrillo's refusal to comply with the decision is an affront to the NLRB. This is not a jurisdictional dispute between the unions. The issue has been clearly defined and decided by the NLRB. The dispute is between the companies and the musicians. If the musicians pull wildcat strikes, the companies should bring this to the attention of the WLB and not be asking NABET to capitulate. It is time for the networks to decide whether they should be dominated by Petrillo or conduct a business free from hold-ups.

Should NABET capitulate, we would, in effect, be penalizing every radio station in the country. In fact, we would be crucifying some small independent stations who play records all day. Faced with the prospect of paying $90 per week for a 25-hour week, the small stations would be forced out of business.

Radio, with the help of the technicians, made the name bands. By the same token, radio can break them.

NABET has stood alone in this fight for the past ten months. We have conducted it in an honest and straight-forward way. Our only request is that justice be served.



National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

1000 WATTS WROK BLUE NETWORK
THE *only* STATION THAT CAN DO A JOB FOR YOU IN
ROCKFORD, ILLINOIS
THIRD LARGEST MACHINE TOOL CENTER IN THE WORLD
√ CHECK WITH HEADLEY-REED

Network Scramble Seen

(*Continued From Page 13*)

according to reports current in New York.

KSO Des Moines is now a Blue affiliate. It was sold by Iowa Broadcasting Co., forerunner of the Cowles Broadcasting Co., to Kingsley H. Murphy of Minneapolis for $275,000 in observance of the FCC duopoly rule [BROADCASTING May 8]. Mr. Murphy owns 50% of the stock of WTCN Minneapolis, a Blue outlet. Best guess was that CBS would make a strong pitch for KSO with the expiration of the latter's Blue contract in order to reach the Des Moines audience.

WHDH Boston, currently affiliated with the Blue, was reported to have broken with the Blue when the latter started to negotiate with WLAW. Predictions are current that WCOP will be a 5,000 w full-time operation on its present frequency by the time the new Blue contract goes into effect in June. It now uses 500 w full time.

Lt. Comdr. George B. Storer, now serving in the Naval Reserve, stationed in Washington, is president of the Fort Industry Co., owners of WFTL Miami and signed the Blue affiliation contract for that station. Commenting on the move, Comdr. Storer said: "The Fort Industry Co. management has watched the progress of the Blue network and believes in the principles and methods of operation of the company and, as evidence of further endorsement, we are pleased to add WFTL to its sister stations WWVA Wheeling and WAGA Atlanta in the Blue family." The Storer stations also include WSPD Toledo, NBC; WLOK Lima, NBC; WHIZ Zanesville, NBC, and WMMN Fairmont, West Va., CBS.

WKAT Miami Beach currently is the Blue outlet for the Florida city, and is expected to go Mutual. The new affiliation gives the Blue the highest powered outlet in Florida. WFTL formerly was licensed in Ft. Lauderdale to Ralph A. Horton, but was moved to Miami after purchase by the Fort Industry Co. WIOD in that city is an NBC affiliate and WQAM carries CBS programs.

WPDQ Jacksonville is owned by James R. Stockton and Linton Baggs. General manager is Robert R. Feagin. It too, is now affiliated with MBS. Present Blue outlet in Jacksonville is WJHP, operating with 250 w. WJAX Jacksonville is affiliated with NBC and the only remaining station, WMBR, is a CBS outlet.

The Lawrence station, WLAW, is operated by Hildreth & Rogers Co., headed by Irving E. Rogers. Mr. Rogers also is president and publisher of the Eagle Tribune Publishing Co., publishers of *The Morning Lawrence Eagle* and *The Evening Lawrence Tribune.*

No Holds Barred

Indication that no holds will be barred in network scrimmages to obtain new outlets was seen in the wording of the Blue announcement revealing the shifts. The announcement, for the first time in the recollection of the radio wise, mentioned in its first paragraph the networks which the stations were leaving to join the Blue. It identified three of the stations as "now affiliated with CBS" and two of the others as "currently MBS outlets."

The Blue estimated that its audience increases by 267,000 radio families as a result of the new affiliations.

Although the blow to CBS of losing three major outlets to the Blue was not to be underestimated, observers in New York especially were interested in watching the next move by MBS. The new MBS president, Edgar Kobak, former executive vice-president of the Blue, is known to be a mailed-fist fighter and the loss of two important network affiliates to his old employers coincident with his move to MBS is not an incident the industry expects him to accept without argument.

With the option-effective date, Dec. 15, for renewal of contracts dated for expiration June 15, 1945 now past, it is generally agreed that anything can happen in the network scramble for new affiliates.

Assignments of the new CBS affiliates are KOTA, 250 w on 1400 kc, but with a construction permit for 5,000 w on 1380 kc, to which it expects to switch about Feb. 15, to become a supplementary station with an evening hour rate of $75; KGKY, with 250 w on 1490 kc, bonus station available with KOTA.

KTYW, supplementary with an evening hour rate of $60, operating with 500 w on 1460 kc; WJEF, as a supplementary with 250 w on 1230 kc with an evening rate of $75; KERN, with 1,000 w on 1410 kc, supplementary, at $60 an evening hour. KTYW and KERN also will become members of the Pacific Coast CBS network, increasing it from 8 to 10 stations.

Phil Cohen Returns

PHILIP H. COHEN, director of the American Broadcasting Station in Europe (ABSIE) and formerly director of the OWI Domestic Radio Bureau, returned to the United States last week for a brief visit to consult with officials of the OWI Overseas Branch. He plans to return to England this week. A full account of radio's part in the liberation of France and the Low Countries and its contribution to the conquest of German territory, as told by Mr. Cohen in an exclusive interview, will appear in the Dec. 25 BROADCASTING.

WENR Revises Policy On Evening Commercial

STATION BREAKS on WENR Chicago will be unavailable for commercials except for time signals between 7 and 9 p.m. (CWT), effective Jan. 1, Roy McLaughlin, station manager, announced last week. At other times during the evening and daytime, commercial station breaks will be continued but in line with revised Blue Network policies aimed toward better listening.

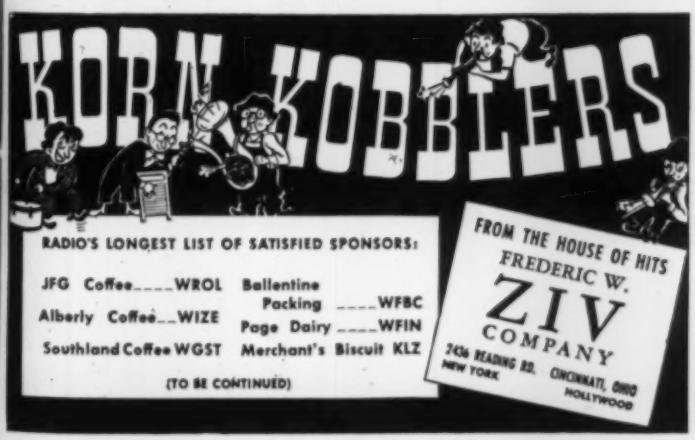
To be accepted, station breaks must be: 1, in harmony with adjacent programs; 2, pleasant to hear; 3, short; 4, subject to be moved or dropped at any time in the interest of good programming.

WNOE, KNOE Transfers

APPLICATIONS were filed with the FCC last week by WNOE New Orleans and KNOE Monroe, La. requesting assignment of license from their respective licensee corporations to James A. Noe, sole owner. No money is involved in the transfers. Reason for shift, according to applications, is to insure more efficient operation. Several shares of the totals owned by Mr. Noe, who also holds various oil interests, have been held as qualifying shares by other individuals.

Selznick Spot Drive

SELZNICK - INTERNATIONAL Pictures, Hollywood, which releases its pictures through United Artists Corp., New York, on Jan. 15 will launch a nationwide spot campaign in some 100 key cities where Selznick pictures are shown. Transcribed and live 15-second, 30-second and minute-spot announcements will be used on a 52-week basis to promote the pictures shown at local theatres. First of Selznick pictures to be promoted is "I'll Be Seeing You", scheduled for release in mid-January. Agency is Foote, Cone & Belding, New York.



5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

The SEASON'S GREETINGS from RICHMOND'S STATION WRNL

WRNL • RICHMOND • VA.

5000 WATTS NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

Audax EQUIPMENT

The "Royal Family" of pickups . . . cutters . . . jewel points

HARVEY, distributor of fine radio and electronic equipment, can now fill your orders on all AUDAX recording accessories. We have in stock AUDAX cutters, jewel points, and pickups, the last of which are made with the unique "relayed-flux" principle so largely responsible for the sharp, clear-cut facsimile reproduction of Microdyne. Recording studios and radio stations, recognizing their perfection, specify AUDAX wherever the performance requirements are exacting.

•

Upon receipt of suitable priority, HARVEY can promise you reasonably prompt deliveries of all AUDAX products.

Free! PICK-UP FACTS! A valuable booklet containing the answers to most questions in the field of sound reproduction, written by Maximilian Weil, leading authority on the subject. Write to HARVEY for your copy.

HARVEY RADIO COMPANY

103 WEST 43rd ST., NEW YORK 18, N. Y.

FCC Grants Two New Local Stations

Alabama, No. Carolina Sites For AM, 250 w Outlets

TWO NEW standard local stations were granted by the FCC last week, both pursuant to the Jan. 26, 1944 FCC-WPB Policy relating to the use of critical materials for construction purposes.

Henderson Radio Corp., Henderson, N.C., was granted a construction permit for facilities of daytime operation on 890 kc with power of 250 w. Company is composed of local businessmen and Nathan Frank, manager of WCBT Roanoke Rapids, N.C. Owners are: S. S. Stevenson, president, owner of regional theatre groups; T. W. McCracken, vice-president, oil jobber and tire dealer; T. I. Gillam, secretary, auto dealer; W. J. Alston, treasurer, farmer and tobacco leaf dealer; and Mr. Frank, second vice-president and manager. Each holds a 20% interest. Equipment has been under option.

New local for Sylacauga, Ala. originally had been granted last June to Alabama Broadcasting Co., subject to certain technical conditions. Case later was designated for hearing because of delay in meeting some of the conditions and last week was reconsidered and granted without hearing. Commissioner Durr did not participate in the action. New station, WFEB, will operate on 1340 kc with 250 w and unlimited time. President of the company is Ernest E. Forbes, local businessman, who holds 51% interest. First vice-president and 24% owner is Opal E. Johnson, engineer with WAPI Birmingham. James E. Smith, radio engineer, is second vice-president and also 24% owner. J. Mallory Forbes, local businessman, holds remaining interest and is secretary-treasurer.

Manhattan Co. Expands 'Sweetheart' Soap Time

MANHATTAN SOAP Co., New York, will further expand its radio coverage for Sweetheart Soap Jan. 1 by adding more than 100 CBS stations to the present 30-station network for *The Strange Romance of Evelyn Winters*, at the same time shifting from the current Monday through Friday 5:15 p.m. period to 10:15-10:30 a.m. the same days. Latter period is to be vacated by Standard Brands' *This Changing World*. There are no plans at present for a readjustment of the company's radio advertising schedule with *Scramby Amby* continuing on 171 NBC stations Wednesdays 10:30-11 p.m. and a spot radio promotion carried on 54 stations.

As Manhattan has increased network advertising, first expanding *Scramby Amby* from the NBC West Coast stations to full network and more recently starting the CBS serial, the spot station list has been reduced from its former total of 70 stations. Agency is Duane Jones Co., New York.

KONP WILL OPEN WITH WOOD TOWER

KONP Port Angeles, Cal. is endeavoring to complete construction, granted last May by the FCC, in time for an opening date in January, it was announced last week. An unusual feature of KONP, which will operate on 1450 kc with 250 w, is the 180-ft. Douglas fir pole which is being erected instead of the conventional steel tower. The pole was specially selected in the Olympic National Forest near Port Angeles. A reinforced concrete base, built on tideland, supports the bottom of the huge pole 5 feet above high tide.

Licensee of KONP is the Evening News Press commercial printing firm in Port Angeles. Officers of the station are: H. J. McAllister, former chief announcer at KVI Tacoma, Wash., and chief announcer at KHQ-KGA Spokane; J. P. Ernest, chief engineer, formerly at KTBI Tacoma. Studios, office and transmitter of KONP will be at 313 West First St., Port Angeles.

RWG, SAG Back AFRA In L.A. Dues Dispute

SUPPORTING Los Angeles Local of AFRA in its suspension of some 400 members delinquent in payment of dues and special assessment, on Dec. 11 Radio Writers Guild and Screen Actors Guild have gone on record as backing union penal action.

Penalty could not be enforced on Cecil B. DeMille, producer-director-m.c. of CBS *Lux Radio Theatre* due to issuance of a temporary restraining order against AFRA on Dec. 7. DeMille and other members had refused to pay a one dollar union political assessment imposed by AFRA. When threatened with suspension which would keep him off the air, he appealed to Los Angeles Superior Court Judge Emmet Wilson for a restraining order. AFRA officials filed a demurrer on Dec. 12 through union attorney, William Berger. Hearing was to have been held Dec. 15 as BROADCASTING went to press.

STOCK UP WHILE OUR SUPPLY LASTS

Sacrificing SUPREME QUALITY

GIANT SIZE 26" x 26" ALBUMS

MADE FOR U. S. ARMY AIR FORCE

Gov't. Surplus! Dozens of uses in every office. Paste up advertisements, clippings, samples, etc., etc. Heavy black leather grained covers.. Reinforced leather corners, 3 adjustable metal binding posts. 100 black loose-leaf pages. Size: 26x26 inches. Ask for No. YB-10.

Amazing Value! $15.00 each while they last!

OTHER SIZES also available. Same style and quality Albums. Each with 100 loose-leaf pages..

No. YB-20 SIZE 18x26 in. ..... $14.00 ea.
No. YB-21 SIZE 23x18¾ in. ..... 13.00 ea.
No. YB-22 SIZE 16½x13¾ in. ..... 10.00 ea.
No. YB-23 SIZE 13½x11 in. ..... 6.50 ea.
No. YB-24 SIZE 10x11½ in. ..... 5.00 ea.

Sample gladly submitted—no obligation
Please send check with order
MONEY BACK IF NOT SATISFIED

SAMUEL L. UNGER
3 EAST 14th STREET • NEW YORK 3, N. Y.

Barnes, Haverlin Named MBS V-Ps

Antrim Remains as Secretary, Wallen Elected Treasurer

E. C. BARNES, sales manager, and Carl Haverlin, station relations manager of Mutual were elected vice-presidents, and James E. Wallen comptroller, was elected treasurer of the network by the board of directors during a series of meetings of the board and the executive committee in New York Dec. 9-11. The board accepted the resignation of E. M. Antrim as treasurer but confirmed his continuation as secretary of the network.

Mr. Barnes

Mr. Haverlin

A formal expression of appreciation for the contributions of the late W. E. MacFarlane, as chairman of the executive committee of Mutual, and for eight years its president, was approved. The death of Mr. Macfarlane was an inestimable loss to the network, the statement read, paying tribute to the "magnitude of his contribution to the creation and success" of Mutual's cooperative system.

An executive in the sales department of Mutual for the past two years, Mr. Barnes is a former vice-president of Outdoor Adv. Inc., a post he had held since 1934. He has been active in advertising and selling since 1923, having been associated with Thomas A. Edison Inc. and J. M. Mathes Inc. among other organizations.

Mr. Haverlin came to Mutual in March of this year from Broadcast Music Inc., where he was vice-president. He previously had been with KFI and KECA Los Angeles for 14 years.

Marlin Promotes

MARLIN FIREARMS Co., New Haven, will start a radio campaign for its razor blades in the major markets throughout the country about Jan. 1. Five-minute news programs and one-minute transcribed and live announcements will be used on some 35 stations. Magazines and newspaper advertising will supplement the campaign. Agency is Craven & Hedrick, New York.

Cummer Co. Plans

CUMMER PRODUCTS Co., Brattleboro, Vt., may use spot radio on a national basis, supplemented by newspaper and magazine advertising, after Jan. 10 when it discontinues *My Best Girls* on the Blue network, Wednesdays, 8:30-9 p.m. for Energine. New media plans are being discussed with decision to be made by the first of the year. Agency is Young & Rubicam, New York.

WHOM CANCELS PAID RELIGIOUS PERIODS

TO BROADEN its religious service to meet the needs of a larger number of people of many faiths, WHOM Jersey City, N. J., will cancel all commercial religious programs at the expiration of current contracts, and offer free time in a specified period to all faiths. Also, from Jan. 9-12, religious radio chairmen from 48 states will convene at WHOM to work out plans for improved quality and wider acceptance of religious programs. For the present, at least one half-hour weekly will be set aside for public service religious broadcasts of all faiths. The method of allocation is still to be determined.

Explaining the action, Craig Lawrence, general manager, said, "This change in policy is no reflection in any way upon the character of the men (or their organization or their work) who have been sponsoring religious broadcasts. The station believed that they were doing a good job in their respective fields. We are convinced, however, that WHOM itself can serve more people of many faiths under this new policy.

"We institute it now with a full realization of the future responsibilities placed upon us to administer it fairly and impartially."

'Inner Sanctum' Added To Lever Net Schedule

LEVER BROS., Cambridge, effective Jan. 2 will sponsor *Inner Sanctum* for Lipton soup-mix in the spot being vacated by *Burns & Allen*, CBS, Tuesday, 9-9:30 p.m., which is shifting to the *Frank Sinatra* time on CBS [BROADCASTING, Dec. 4]. *Inner Sanctum*, a Himan Brown production, is scheduled to be discontinued by Colgate-Palmolive-Peet Co. for Palmolive Shave Cream on CBS, Saturday, 8:30-8:55 p.m.

With the new mystery show, Lever Bros. will have seven network programs on the air—*Frank Sinatra* being dropped for Vimms by Lever Bros. Dec. 26 [BROADCASTING, Dec. 4]. Lipton Co. (tea and soup-mix), acquired by Lever Bros. early this year, has not had a network show in this country since they discontinued Helen Hayes on CBS in 1942, although they sponsored a program on a number of Canadian stations last fall. The Helen Hayes show was discontinued because of uncertainty in receiving shipments of tea from the far east. Agency is Young & Rubicam, New York.

Godfrey Renews

ARTHUR GODFREY, early morning program star heard on WABC New York and WTOP Washington, last Friday renewed his personal radio drive to recruit blood donors via radio, with a special WABC broadcast from the Manhattan American Red Cross Blood Bank. On hand were members of the GAPSALS (Give a Pint—Save a Life Society), a group of 486 first-time donors organized from among the donors Mr. Godfrey recruited in his initial campaign early this fall. Mr. Godfrey returned recently from a special Navy mission to Saipan.

Do Ohio Valley folks listen to WSTV in Steubenville? That's a logical question, considering the fact that we are SURROUNDED but NOT INVADED — by some mighty powerful network competition, including two 50,000 watt stations! Here's the answer in our latest Hooper.

TIME	WSTV	A	B	C	D	E
MORNING 8:00 AM-12 N Mon. thru Fri.	39.7	24.2	2.3	3.7	5.5	23.7
AFTERNOON 12:00 N-6:00 PM Mon. thru Fri.	41.5	24.4	3.7	10.7	8.9	8.9
EVENING 6:00 PM-10:00 PM Sun. thru Sat.	25.6	36.8	5.8	3.7	5.8	17.3

HOOPER LISTENING INDEX — MID SUMMER 1944

WSTV
STEUBENVILLE, O.
JOHN LAUX, GEN. MGR.
MUTUAL
THE FRIENDLY GROUP

WSTV WFPG WJPA WKNY
STEUBENVILLE, O. ATLANTIC CITY, N. J. WASHINGTON, PA. KINGSTON, N. Y.

ONE DEPARTMENT STORE IN *CINCINNATI* BROADCASTS 30 PROGRAMS PER WEEK OVER WSAI

This is just one of 4 leading department store clients scheduling top programs on WSAI.

Paul H. Raymer Co., Representatives

NO BATS IN OUR BELFRY (Ky.)!

Do you think we're *nuts* not to claim Belfry, Kentucky, or all the other tiny towns scattered over the rural parts of the State? We don't think so. We don't *want* 'em. We want just enough power to put a fine signal all over the Louisville Trading Area. With NBC programming, that gives us (and you) the best market in this part of the country—at the lowest possible cost. . . . We think we're batty —like a fox!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

. . . but what happened first?
First the station's business had to be built by thorough national representation - by Weed and Company

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Far-Reaching Census Is Vital to Radio

Greatest Fact-Finding Program Projected For 1945

PLANS for the most comprehensive fact-finding program in the history of American business, designed to obtain pertinent data to guide industry in postwar production, marketing and distribution, are being formulated by the Census Bureau, Dept. of Commerce.

Part of the program will get under way Jan. 1, when the quinquennial agricultural census of approximately 6,000,000 farms begins. The remaining—and more urgent—part will be carried out if and when Congress approves appropriations requested for the work.

Five Major Projects

The program, involving an overall cost of approximately $20,000,000, provides for five major projects to develop basic statistical information for the benefit of Government and private enterprise in planning for reconversion. The projects comprise:

1. The 1945 Census of Agriculture, covering farm operations during 1944 and providing data on income, value of property, type of farming, electric, telephone and running water facilities, number of radios, etc.

2. A special War Census of Manufactures covering 1944 production, designed to provide a complete cross-section picture of American industry for a peak war year including data showing which industries and localities will be affected most severely by cessation of war activities and reconversion to peacetime operations.

3. A sample Survey of Consumer Income to be taken in April, furnishing limited population information and directed to providing data on individual earnings and on distribution of family incomes. It is proposed to make available income classifications for 30 of the larger metropolitan districts, for some of the larger states, and for broad regions.

4. A sample expanded Labor Force Survey to provide quarterly estimates of the size and characteristics of the labor force by regions, for each of the major urban production areas and for a few of the larger states, and to strengthen national estimates in all directions. By merging this survey with the sample income survey, the Bureau plans to obtain an abridged sample census of population.

5. A sample Census of Business, to be taken early in 1945, to provide information on certain types of important wholesale, retail and service trades, amount of sales or receipts, employment, inventories and cost of sales for types of establishments to which the data is appropriate. Tabulations and estimates obtained from this survey will reflect changes since 1940.

Data Important to Radio

In two weeks the agricultural census, the 14th national farm count to be made, will be started when 26,000 enumerators begin the job of visiting every one of the nation's farms to obtain information on 205 questions listed in the schedules [BROADCASTING, March 27]. Results of this census will be of especial interest to broadcasters and advertising agencies because it will provide data on the number of radios on farms in each of the 3,000 counties of the nation, with related statistics on electric and battery operated sets.

The data collected will enable the Bureau to compute the number of farm radio owners served per station, the size of farms served, income levels of farm listeners and various market potentialities. It also will make possible special Bureau studies on condition of radios, number of sets per farm and other pertinent information.

It is expected that the work of enumeration will be completed in two months and that the first preliminary county totals can be released 40 days later. State totals are to appear in about six months and national figures in about 14 months after enumeration. The entire census would be completed in approximately two years.

The availability of data collected by the enumerators, however, will depend on action at the present or the next session of Congress. The Bureau now has $7,250,000 for field work and preliminary tabulation which was previously appropriated by Congress. It has asked for a supplemental appropriation of $5,500,000 for tabulation and publication of data, $3,000,000 of which will be needed before the end of the present fiscal year.

Projects Deemed Essential

Although the House Appropriations Committee approved the supplementary request (HR-5587), the House refused, on a point of order, to grant the funds last week. Deficiency requests for the other surveys also was refused, members objecting on the grounds that the appropriation called for new legislation.

In addition to the amount asked for the agricultural census, the Bureau had requested $2,400,000 for the census of manufactures, $3,500,000 for the consumer income survey, $700,000 for the labor force survey, and $1,200,000 for the sample business census.

Following the House action, Census Director J. C. Capt and Dr. Stuart Rice, Assistant Director in Charge of Statistical Standards, appeared Tuesday before a subcommittee of the Senate Appropriations Committee to urge approval of the projects. Mr. Capt explained that the enumerators for the agricultural census already have been selected and trained for the work and that the funds appropriated for the enumeration would be largely wasted unless Congress provides the amounts needed for tabulation. He pointed out that those employed for conducting the census are not drawn from the normal labor force, that the enumerators in the main are farmers or other workers who can be spared during the winter months and that war production will not be affected by the operation.

Help to Reconversion

The other projects, Dr. Rice testified, are essential for reconversion planning and are designed to save time and manpower which would be required for the regular full-scale biennial industrial censuses which have been suspended since the war. The Bureau contemplates the resumption of the biennial Census of Manufactures in 1946, covering operations in 1945.

The Consumer Income Survey to be taken in 1945, Dr. Rice explained, would be followed by a more adequate sample census of population in 1946 and the sample Census of Business would be followed by a complete Census of Business in 1946 as well as the Census of Manufactures. In general, the 1945 censuses would be sufficient only to provide broad information urgently needed at an early date by both Government and industry for planning the transition to peacetime economy.

NAB Sales Managers Order Three-Phase Probe of Spots

Transcriptions and Chain-Breaks Are to Be Studied In View of WWJ, WJZ Precedents

A THOROUGH study of transcribed and chain-break announcements in view of the situation created by WWJ Detroit and WJZ New York and a recommendation that the NAB Board of Directors take steps to assist in training radio personnel were approved last week by the NAB Sales Managers Executive Committee, meeting in Chicago.

At the same time Chairman Arthur Hull Hayes of WABC New York appointed subcommittees to study standardization of rate cards and to probe the possibilities of revising the American Assn. of Advertising Agencies contract for NAB stations.

Three-Phase Study

A three-phase investigation of the commercial spot announcement problem will be conducted by a subcommittee to be named this week by Chairman Hayes. That group is authorized to go into: (1) the question of lack of good taste of station-break announcements from a programming standpoint; (2) whether one-minute transcribed announcements are justified, and (3) whether part of the objection to transcriptions and chain-break announcements is due to repetitive scheduling.

Research study will include audience reaction to repetitious transcriptions, scheduled several times weekly over the same stations. Following the survey the subcommittee will make recommendations for a guide for broadcasters.

Named to the subcommittee to study rate-card standardization are: James V. McConnell, WEAF New York, chairman; Kenneth Hackathorn, WHK Cleveland; J. Kelly Smith, WBBM-CBS Chicago; William Doerr Jr., WEBR Buffalo.

Subcommittee on contract revision includes: Walter Johnson, WTIC Hartford, chairman; Sam H. Bennett, KMBC Kansas City; Ben Laird, WOSH Oshkosh, Wis.; Howard Meighan, CBS New York; Frank Webb, KDKA Pittsburgh.

The Committee adopted the following resolution with reference to training radio personnel:

WHEREAS, the Sales Managers Executive Committee recognizes the lack of adequate training facilities for people interested in the field of radio broadcasting as against similar facilities available to those interested in other media and

WHEREAS the Committee feels that courses including sales should be available as a regular part of the curriculum of colleges, universities and other institutions of learning for the benefit both of students and the broadcasting industry,

NOW THEREFORE be it resolved that the Sales Managers Executive Committee suggest to the Board of Directors of the NAB that the public relations committee of the NAB or such bodies as the Board may designate to investigate the situation and take such steps as may be proper to remedy the situation.

Attending last week's meeting (Tuesday-Wednesday), in addition to Committee members, were Dietrich Dirks, KTRI Sioux City, chairman of the NAB subcommittee on sales managers liaison; Helen Cornelius, NAB and Lewis H. Avery, NAB Director of Broadcast Advertising and acting secretary of the Committee. Members include: Messrs. Hayes, Bennett, Doerr, Johnson, Laird, McConnell, Webb, Stanton P. Kettler, WMMN Fairmont, W. Va.; John M. Outler Jr., WSB Atlanta.

Small Market Stations' Group Selling Plan Endorsed at NAB Committee Meet

GROUP SELLING by small market stations was endorsed last week at a Chicago meeting of the NAB Small Market Stations Committee, which adopted measures to bring about necessary surveys to put the project into effect.

Appointment of a small market stations chairman in each of the 17 NAB districts, a complete study of group selling and how it can be applied in each locality were approved. Examples of group selling, brought out at the two-day meeting (Thursday-Friday), included the Iowa Tall Corn Network, Pacific Northwest Package and Rebel Network.

Refresher Courses Urged

Unanimous endorsement was given the Broadcast Measurement Bureau and all small market station operators were urged to attend the forthcoming NAB district meetings to inform themselves fully on BMB. They also were urged to subscribe to the BMB.

Two-weeks refresher courses in colleges and universities for returning war veterans who left radio to enter the service were recommended. The SMS Committee suggested refreshers in management, selling, programming and engineering, instructions to be given by radio personnel.

Study of transcribed and chain-break announcements, authorized earlier last week by the Sales Managers Executive Committee (see story this page) was heartily endorsed by the SMS group.

On Friday members of the SMS Committee were hosts at a luncheon for the trustees and board of the Chicago Radio Management Club, at which time the SMS aims were outlined. Attending last week's meeting were:

Robert T. Mason, WMRN Marion, O., chairman; James R. Curtis, KFRO Longview, Tex.; William B. Smullin, KIEM Eureka, Cal.; Marshall Pengra, KRNR Roseburg, Ore.; Hugh M. Smith, WAML Laurel, Miss.; Gerald Wing, KROC Rochester, Minn.; David Rosenblum, WISR Butler, Pa., members; Dietrich Dirks, KTRI Sioux City; Lewis H. Avery, NAB Director of Broadcasting Advertising; Helen Cornelius, NAB staff.

NAB Legislative Group Discusses Proposed Law

TO CONSIDER PLANS for proposed legislation in the next session of Congress, the NBC Legislative Committee met in Washington at an all-day session last Wednesday at the call of President J. Harold Ryan and Committee Chairman Don S. Elias, WWNC Asheville.

That efforts will be made for enactment of legislation already had been agreed upon. The Committee conferred with attorneys and members of the NAB staff regarding the complexion of the next Congress and the legislative outlook.

All members of the Legislative Committee were present save G. Richard Shafto, WIS Columbia and O. L. (Ted) Taylor, KGNC Amarillo. In addition to President Ryan and Chairman Elias, those present included Claire McCollough, WGH Lancaster; Joseph H. Ream, CBS New York; J. Leonard Reinsch, WSB Atlanta; Frank M. Russell, NBC Washington; Jame D. Shouse, WLW Cincinnati and Harry R. Spence KXRO Aberdeen.

FRANK SINATRA will be on CBS next year for Max Factor's cosmetics, it was learned unofficially in New York Friday. Singer was reported en-route East with the contract. Agency is Smith & Drum, Los Angeles.

Hon. Fritz Snyder
Biow Company
New York, N. Y.
Dear Fritz:

I sure hate to brag up our own people around here, but I know you'll want to know about their latest bond promotion. They've rounded up all the good singers in town here, worked hard practicing carols, and now . . . the purchase of a hundred dollar war bond will bring the WCHS Christmas Carolers right to your door to sing for you.

Pretty good idea, huh? Yessir, I'm mighty proud of this bunch.

Yours,
Algy

P.S.
They're pretty good at selling other things as well as bonds. You might ask a Branham man about that!

WCHS
Charleston, W. Va.

It's a Habit in Baltimore

WCBM
BALTIMORE'S LISTENING HABIT
The Blue Network Station
JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager
FREE & PETERS, Inc.
Exclusive National Representatives

Serving New England's 3rd Largest Concentrated Audience

WLAW
LAWRENCE, MASS.—5000 WATTS—680 K C
NATIONAL REPRESENTATIVES: THE KATZ AGENCY, INC.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
991 Broad St., Bridgeport, Conn.

BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 9 TO DECEMBER 15 INCLUSIVE

Decisions . . .

DECEMBER 9

950 kc-WPEN Philadelphia—Granted transfer of control from Arde Bulova to Bulletin Co. for $620,000.

47,300 kc WPEN-FM Philadelphia—Same.

DECEMBER 11

620 kc-WAGE Syracuse—Granted CP install new trans. for auxiliary, 250 w DA-N.

560 kc-WJLS Beckley, W. Va.—Granted mod. license change corporate name to American Broadcasting Stations Inc.

600 kc-WMT Cedar Rapids, Ia.—Granted mod. license change corporate name to American Broadcasting Stations Inc.

NEW-Western Radio Corp. (KPKW), Pasco, Wash.—Granted mod. CP new station for approval antenna and trans. and studio sites.

KHJ-FM Los Angeles—Placed in pending file application change 44,500 kc to 43,500 kc.

KJBS San Francisco—Retained in pending file application for CP new FM station.

Times Picayune Pub. Co., New Orleans—Same.

Reno Newspapers Inc., Reno, Nev.—Placed in pending file application for CP new FM station.

KLUF Broadcasting Co., Galveston, Tex.—Same.

Claremont Eagle Inc., Claremont, N. H.—Same.

KVOX Broadcasting Co., Fargo, N. D.—Same.

Raytheon Mfg. Co., Waltham, Mass.—Same.

Harold Thomas, Waterbury, Conn.—Same.

Scripps-Howard Radio Inc., Indianapolis—Same.

Scripps-Howard Radio Inc., Cincinnati—Same.

Kansas City Star Co., Kansas City, Mo.—Same.

Baltimore Radio Show Inc., Baltimore—Same.

Boise Broadcast Station, Boise, Ida.—Same.

WKBN Youngstown, O.—Same.

Southern Minn. Broadcasting Co., Rochester, Minn.—Same.

Associated Broadcasters Inc., San Francisco—Retained in pending file application for CP new commercial television station.

Yankee Network Inc., Providence, R. I.—Placed in pending file application for CP new commercial television station.

Raytheon Mfg. Co., Waltham, Mass.—Same.

Cincinnati Broadcasting Co., Cincinnati—Same.

Scripps-Howard Radio Inc., Washington, D. C.—Same.

Crosley Corp., Cincinnati—Same.

Metro-Goldwyn-Mayer Studios, Los Angeles—Same.

Marcus Loew Booking Agency, New York—Same.

Evening News Assn., Detroit—Same.

Penn. Broadcasting Co., Philadelphia—Same.

DECEMBER 12

890 kc-NEW-Henderson Radio Corp., Henderson, N. C.—Granted CP new standard station 250 w D.

820 kc-WAIT Chicago—Granted vol. assn. license from Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and Wm. F. Moss, a partnership d/b Radio Station WAIT, to: Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeil d/b Radio Station WAIT.

1390 kc-WGES Chicago—Granted vol. assgn. license from Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss d/b Radio Station WGES, to: John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald, and William F. Moss d/b Radio Station WGES.

1410 kc-WHTD Hartford, Conn.—Granted license renewal for period ending 11-1-47 for main and aux.

1420 kc-WOC Davenport, Ia.—Granted license renewal for period ending 11-1-47.

1480 kc-WRDW Augusta, Ga.—Same.

1290 kc-KVOA Tucson, Ariz.—Granted license renewal for period ending 11-1-45.

1340 kc-WALL Middletown, N. Y.—Granted transfer of control from Elsie and Martin R. Karig to John Morgan Davis, representing 115 sh (60.2%), $30,015.

1340 kc NEW-Alabama Broadcasting Co. (WFEB), Sylacauga, Ala.—Granted petition to remove from hearing docket, reconsider and grant without hearing, application for CP new standard station 250 w unlimited.

1450 kc NEW-Augusta Broacasting Co., Charleston, S. C.—Designated for hearing application for new station 250 w unlimited.

1290 kc NEW-Greater Peoria Broadcasters, Peoria, Ill.—Designated for consolidated hearing with application of Illinois Broadcasting Co., application for new station 1 kw unlimited.

1290 kc NEW-Illinois Broadcasting Co., Peoria, Ill.—Designated for consolidated hearing with application of Greater Peoria Broadcasters Inc., application for new station 1 kw unlimited.

1600 kc NEW-Capital City Broadcasting Co., Des Moines, Ia.—Designated for consolidated hearing with application of Capitol Radio Corp., application for new station 250 w unlimited.

1600 kc NEW-Capitol Radio Corp., Des Moines, Ia.—Designated for consolidated hearing with application of Capital City Broadcasting Co., application for CP use 1 kw unlimited.

1240 kc NEW-Petersburg Broadcasting Corp., Petersburg, Va.—Dismissed without prejudice application for CP new standard station 250 w during hours not assigned WBBL Richmond (dismissed at request of applicant).

NEW-Associated Broadcasters Inc., (WABW), Indianapolis—Granted petition for reconsideration and grant of application for mod. CP new FM station, for operation on frequency to be assigned by FCC Chief Engineer.

1240 kc NEW-Herman Anderson and Robert Franklin, Tulare, Cal.—Adopted order setting aside action of 12-5-44, pending further examination of application and related matters, concerning grant of petition of Herman Anderson requesting FCC consent to withdrawal of Robert Franklin as party to application, and that Herman Anderson be deemed to be sole party applicant and granted without hearing application for new station 250 w unlimited.

770 kc-KECA Los Angeles—Denied petition for forthwith grant without a hearing application change 790 kc to 770 kc, increase 5 kw to 50 kw, instal new trans. and DA-DN, and local move of trans. and studio, insofar as it requests immediate action on this application. Also denied petition to consolidate hearings on applications of KOB Albuquerque for mod. CP and license to cover mod. CP, for change 1180 kc to 770 kc, now set for 1-2-45 with hearing on KXA Seattle application, and dismissed request in alternative to intervene in hearing on above applications.

Tentative Calendar . . .

DECEMBER 18

850 kc-WEEU Reading, Pa.—License renewal.

Consolidated Hearing

1450 kc-NEW-Nashville Radio Corp., Nashville—CP 1450 kc 250 w unlimited.

1240 kc-NEW-Nashville Broadcasting Co., Nashville—CP 1240 kc 250 w unlimited.

1240 kc-NEW-Tennessee Broadcasters, Nashville—CP 1240 kc 250 w unlimited.

1240 kc-NEW-J. W. Birdwell, Nashville—CP 1240 kc 250 w unlimited.

1450 kc-NEW-Capitol Broadcasting Co., Nashville—CP 1450 kc 250 w unlimited.

DECEMBER 20

790 kc-WMC Memphis—License renewal.

DECEMBER 21

570 kc-WSYR Syracuse—CP make changes DA.

"FIRMAGE'S RENEWING AS USUAL"
writes ARGH MASDEN—**KOVO**
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

DECEMBER 13

770 kc-KXA Seattle, Wash.—Granted in part petition for leave to amend application for mod. license, and application as amended was removed from hearing docket and hearing now set 1-18-45 cancelled.

1490 kc-WOPI Bristol, Tenn.—Granted motion for continuance hearing on application for CP change frequency and increase power now set 1-3-45, continued to 3-3-45.

1130 kc-KWKH Shreveport, La.—Granted motion to intervene in hearing on application of WDGY Minneapolis for mod. license.

850 kc-WEEU Reading, Pa.—Granted in part motion for continuance hearing now set 12-18-44 on application for license renewal and continued same to 2-19-45.

770 kc-KOB Albuquerque, N. M.—Denied motion to strike issue No. 7 of designation in KOB case filed as part of KOB's opposition to various motions.

NEW-Magic City Broadcasting Co., Birmingham, Ala.—Granted authority to take depositions in consolidated hearing now set 1-10-45, re applications for new stations at Birmingham.

Applications . . .

DECEMBER 9

1230 kc-NEW-American Colonial Broadcasting Corp. (WKVM), Arecibo, P. R.—Mod. CP new station for approval antenna and trans. and studio sites.

48,900 kc-NEW-Harbenito Broadcasting Co., Harlingen, Tex.—CP new FM station. 2,400 sq. mi., amended to change coverage to 3,750 sq. mi.

47,700 kc-NEW-KWK St. Louis—CP new FM station, 17,480 sq. mi., $106,846 estimated cost.

47,300 kc-NEW-Quincy Newspapers Inc., Quincy, Ill.—CP new FM station, 16,760 sq. mi., $72,050 estimated cost.

1600 kc-NEW-McClatchy Broadcasting Co., Modesto, Cal.—CP new standard station 250 w unlimited.

DECEMBER 11

600 kc-WPDQ Jacksonville, Fla.—CP change 1270 kc to 600 kc, install DA-N and new ground system.

1240 kc-NEW-Murfreesboro Broadcasting Service, Murfreesboro, Tenn.—CP new standard station 250 w unlimited.

1490 kc-NEW-J.O. Emmerich, Bogalusa, La.—CP new standard station 250 w unlimited.

1290 kc-NEW-F. F. McNaughton, Peoria, Ill.—CP new standard station 1 kw D.

950 kc-KJR Seattle—Vol. assign. license from Fisher's Blend Station to Birt F. Fisher.

DECEMBER 12

NEW-Television Productions Inc.—CPs new experimental television relay broadcast stations: area of Peru Mt., Vt.-Channels 13 & 14, 15 & 16, A5 and special emission, 100 w; area of New York-same facilities; area of Buffalo-same facilities; area of Detroit-same facilities; area of El Paso, Tex.- Channels 9 & 10, 11 & 12, A5 and special emission, 100 w; area of Des Moines-same facilities; area of Chicago-same facilities; area of Los Angeles-same facilities.

1550 kc NEW-Associated Broadcasters Inc., Indianapolis—CP new standard station 250 w D.

1060 kc NEW-Myles H. Johns, Milwaukee—CP new standard station 1 kw D.

45,300 kc NEW-WDBJ Roanoke, Va.—CP new FM station, 30,340 sq. mi., $66,500 estimated cost.

49,300 kc NEW-W. H. Greenhow Co., Hornell, N. Y.—CP new FM station, 5,062 sq. mi., $31,160 estimated cost.

DECEMBER 13

1450 kc-KNOE Monroe, La.—Vol. assgn. license from KNOE Inc. to James A. Noe.

1450 kc-WNOE New Orleans—Vol. assgn. license from WNOE Inc. to James A. Noe.

690 kc-KGGF Coffeyville, Kan.—License to use formerly license trans. as an aux., 500 w N 1 kw D.

1450 kc NEW-Hugh G. Shurtliff, Charles A. Shurtliff, Mareby Cardella (Della) Shurtliff and Cleo Agnes Center, Santa Maria, Cal.—CP new standard station 250 w unlimited.

48,100 kc NEW-KCMC Texarkana, Tex.—CP new FM station, 7,088 sq. mi., $25,000 estimated cost.

DECEMBER 14

1240 kc NEW-Midwestern Broadcasting Co., Cadillac, Mich.—CP new standard station 250 w unlimited.

1240 kc NEW-Norfolk Broadcasting Co., Norfolk, Va.—CP new standard station 250 w unlimited.

1340 kc-NEW-York County Broadcasting Co. (WRHI), Rock Hill, S. C.—License to cover CP new standard station.

1070 kc NEW-Central Broadcasting Co., Madison, Wis.—CP new standard station 1 kw D.

Eney Promoted

IRVIN N. ENEY, radio technician for more than 25 years, and technical supervisor of KYW Philadelphia, has been appointed chief engineer, succeeding Ernest H. Gager, who died last month. Mr. Eney specialized in television and high frequency under the direction of the late Dr. Frank Conrad at the Westinghouse East Pittsburgh plant before going to WBZ Boston in 1933. He joined the KYW staff in 1934 when the station moved from Chicago to Philadelphia. William G. Ellsworth, who succeeds Mr. Eney as technical supervisor, also has been with KYW since 1934.

44,500 kc NEW-KBOW Omaha CP new FM station, 9,950 sq. mi., $37,700 estimated cost.

1450 kc NEW-Ventura Broadcasters Inc., Venture, Cal. CP new standard station 250 w unlimited.

1020 kc-KFVD Los Angeles CP install new trans., increase 1 kw to 5 kw, change trans. site from Palms to Lynwood, Cal.

DECEMBER 15

1230 kc-WCOL Columbus, O. CP install new trans. and vertical antenna and change trans. site.

1090 kc-KTHS Hot Springs, Ark. CP increase 1 kw N 10 kw D to 25 kw N 50 kw D, install new trans. and DA-N, move trans. to near Narion, Ark. and move studio to a site to be determined in Memphis.

1560 kc NEW-Mid-State Broadcasting Co., Peoria, Ill. CP new standard station 1 kw unlimited.

1350 kc NEW-Edgar T. Bell, Peoria, Ill.—CP new standard station 1 kw unlimited DA-DN.

Channel 2 NEW-KXOK St. Louis CP new commercial television station.

770 kc-KXA Seattle Mod. license change operation from limited to unlimited amended to change to a CP increase 1 kw to 10 kw, change operation from limited to unlimited, install new trans. and DA-N, move trans.

in the CONTROL ROOM

PARLEY P. RASMUSEN, with KOVO Provo, Utah for four years, has been named acting chief engineer while chief engineer **GERALD PETERSON** is on leave to the Government. **GUY VAN ALSTYNE** is a new member of the KOVO transmitter staff.

TOM BAXTER, studio-field engineer of Blue Hollywood, is the father of a boy.

JERRY CERNY of the WBBM Chicago engineering department is the father of a girl.

RUSS BUTLER, KPO San Francisco studio-field technician, and **JAN LEIGH KENYON**, women's commentator of KLS **Oakland**, were married November 25.

MILLIS MONTGOMERY, KWFT Wichita Falls, Tex. transmitter operator, is the father of a girl.

S/SGT. ALDEN P. CRANMER, former studio and remote control engineer of WBAB Atlantic City, N. J., has returned from duty in India to the Atlantic City Air Force Center for re-assignment.

ROBERT GRAHAM, NBC central division sound effects technician, is recuperating from scarlet fever.

CECIL WRIGHT, member of the WGN Chcago engineering staff, has resigned to join WMBD Peoria as supervisor of engineers.

LOUIS G. PACENT Jr., production manager in the electronics field, has been named head of the industrial engineering department of Emerson Radio & Phonograph Corp., New York.

D. K. DeNEUF, director of communications of Press Wireless, New York, has received a leave of absence until Feb. 1, 1945, to take a vacation. His work will be handled by **JOSEPH W. CHAPLIN**, in charge of sales for the organization and previously assistant to the general manager of Press Wireless.

HELMER ANDERSON of KNX Hollywood has been named engineer in charge of KCBA KCBF Delano, Cal., shortwave stations operated by CBS. Staff comprises **WILLIAM BETTS**, formerly of WTOP Washington, D. C.; **CHARLES JONES**, KARM, Fresno, Cal.; **DON RINALDI**, KFRE Fresno; **CHARLES GARRETT**, formerly with Douglas Aircraft Co.; **SIVERT HEGLAND**, TWA.

TOMMY DAVIS, formerly with Pan American Airways, and **NEAL ARVESCHOUGH**, formerly of WKBW Buffalo, N. Y., have been added to the technical staff of KPAS Pasadena, Cal.

VERNON C. ALSTON, formerly of WXYZ Detroit, and **J. EDWARD RUGGLES**, formerly of KNX Hollywood, have joined the engineering staff of Langevin Co., Hollywood.

ROBERT CHADWICK, with the Air Transport Command since the outbreak of war, has joined KNX Hollywood as technician.

EDGAR REED is now with the engineering staff of WOC Davenport, Ia.

JOHN PARKER, chief engineer of WORL Boston, is reported to have shot the largest deer of the season in the region of Berry, Mass., a 250 lb. 12 point buck.

JOSEPH JANOVSKY, new to radio, is the latest addition to the WSRR Stamford, Conn. engineering staff.

DONALD A. WEILER, on leave as chief engineer of WISN Milwaukee, has been promoted to major as Army communications instructor, stationed at Camp Crowder, Mo.

CHARLES L. BRADY, former chief engineer of WJIM Lansing, Mich., is now a lieutenant in the Marine Air Corps, stationed at Corpus Christi, Tex. New addition to the WJIM engineering staff is **MAYNARD CARSON.**

GEORGE MAHER, WENR Chicago engineer, has resigned to join the production department of Schwimmer & Scott, Chicago.

TOM DUNLOP, WJJD Chicago supervisor of engineers, is the father of a girl.

FREDERICK CUMMINGS, formerly engaged by the Bureau of Ships on the submarine and amphibian construction programs, Brewster Aeronautical Corp., Cherokee Ordnance Works of Heyden Chemical Co., and as chief progress and statistical engineer on the construction of the Sampson Naval Station, has joined the staff of the Cooperative Analysis of Broadcasting to work on production and special services.

KENNETH McLEOD, engineer, who has been responsible for the construction of several stations in the East and South, has joined the engineering staff of the National Union Radio Corp. to take charge of electronic quality control.

A. M. WIGGINS, formerly in the research department of RCA Mfg. Co., Camden, and RCA Labs, Princeton, has joined the Electro-Voice Corp., South Bend, as chief engineer.

GERALD D. COLEMAN, former transmitter engineer of WISR Butler, Pa., is now in Leyte, Philippine Islands, with OWI Psychological Warfare, attached to the Sixth Army.

Network Accounts

All time Eastern Wartime unless indicated

New Business

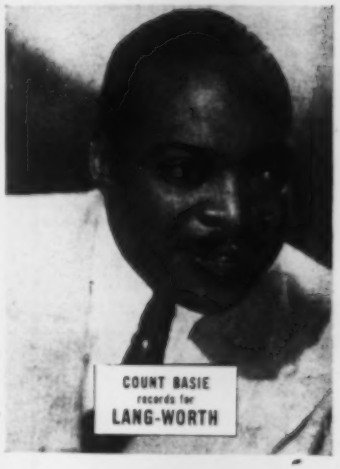
FERRY MORSE Seed Co., Detroit, on Feb. 3, 1945 starts *Garden Gate* on 81 CBS stations, Sat. 9:15-9:30 a.m. for 13 weeks. Agency: McManus, John & Adams, Detroit.

GENERAL ELECTRIC Co., Bridgeport (home appliance and merchandise dept) on Jan. 15 begins *GE House Party* on 142 CBS stations, Mon. thru Fri. 4-4:25 p.m. Agency: Young & Rubicam, N. Y.

NATIONAL LEAD Co., San Francisco (paints), on Jan. 28 for 52 weeks starts unnamed program on 8 CBS Pacific stations, Sun. 5:30-5:55 p.m. (PWT). Agency: Erwin, Wasey & Co., San Francisco.

HUNT BROS. PACKING Co., Los Angeles (canned foods), on Dec. 8 for 13 weeks started *Arthur Gaeth—News* on 36 Don Lee Pacific stations, Fri. 8-8:15 a.m. (PWT). Agency: The Biow Co., N. Y.

PERVO PAINT Co., Los Angeles (Good Neighbor paints), on Jan. 6 for 52 weeks starts *Dr. Wallace Sterling—News* on 8 CBS Pacific stations, Sat. 7:45-8 a.m. (PWT). Agency: Brisacher, Van Norden & Staff, Los Angeles.



Vocal Security

Two speakers might make the same speech; one depress—one impress. How it's said makes all the difference in how they respond. WAIR talks the language of its listeners in the manner that its listeners understand and like.

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

REACH THE *Active* SALT LAKE MARKET THROUGH KOYL

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 48th Street, New York, N. Y.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives

AP

WCAR, Pontiac, Michigan

. . . When a station has AP service it doesn't need any other . . . so complete and satisfactory is AP material.

H. Y. Levinson
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE *L. B. Wilson* STATION

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK

Represented Nationally by
John BLAIR & CO.

KXOK

ST. LOUIS, MISSOURI

Swing to Become Blue Cooperative

Network to Carry Total of 10 Such Daily Programs

RAYMOND GRAM SWING'S nightly commentaries on world affairs will be added to the list of Blue cooperative programs, available for sponsorship by local or regional advertisers through individual Blue affiliates 7:15-7:30 p.m., Monday through Friday, shortly after the first of the year, Stanley Florsheim, manager of the Blue cooperative program department, announced last week. The Blue has signed a three-year contract with Mr. Swing.

Time between 6:45 and 7:30 p.m. has been reserved for cooperative programs, Mr. Florsheim said. Mr. Swing, whose broadcasts for Socony-Vacuum Oil Co. on the Blue at 10-10:15, Monday through Thursday, terminate Dec 28, will start in his new spot between Jan. 3 and Feb. 5, depending on rapidity with which the 7-7:30 period can be cleared.

The rating of 5 which Mr. Swing has achieved in competition with such programs as *Screen Guild Players, Bob Hope, Kay Kyser, Abbott & Costello,* should be radically raised in his new period, Mr. Florsheim predicted. Two other programs of high popularity will shortly be announced for preceding quarter-hours, he said, adding that Blue stations are being urged to schedule their top local newscasters in the 6:30-6:45 p.m. spot.

Another veteran commentator, John B. Kennedy, will join the cooperative line-up Jan. 15, in the 2-2:15 p.m. period, Mr. Florsheim said. Walter Kiernan, who has been on at that time, moves to 6-6:15 p.m. on Jan. 1. A comedy series, *Ethel & Albert,* will become a Blue cooperative program in March, following Mr. Kennedy in the 2:15-2:30 p m. spot. *Mystery Chief,* now heard at that time, will move up an hour to 1:15-1:30 p.m. immediately after Baukhage, another co-op feature.

Martin Agronsky's news reports, 8-8:15 a.m., and the correspondents around-the-world broadcast, 8:30-8:45 a.m., will continue in the cooperative line-up to which a non-news show will be added at 8:45-9 a.m., Mr. Florsheim said, making a total of 10 daily cooperative programs for sale by Blue stations.

Pryor to Pacific

DON PRYOR, CBS correspondent and news analyst of WTOP Washington, left last week for an assignment in the Pacific, to cover the war there for CBS. He will make his headquarters in Honolulu. Mr. Pryor, 37, joined CBS in 1941 as a member of the network's news bureau, later becoming news analyst at KQW San Francisco where he also handled special events. During the recent political campaign he rode on Gov. Dewey's train, later covering the conference of Governors in St. Louis.

High-Definition Television of French Is Called Excellent by Morrie Pierce

The battle continues over sharply defined philosophies on television—whether it shall be low or high definition. BROADCASTING *is not interested in promoting the positions of either side, but has and will continue to report any developments that can aid American television in finding its best future course. Presented herewith are the views of two trained radio engineers who report with scientific calmness and exactness on what they themselves actually saw (see also page 26).*

TWO RADIO engineers—one an American, one an Englishman—have seen laboratory demonstrations of French television, including pictures of 1050-line definition. In independent reports both engineers state the pictures were "extremely good".

The American is Morrie Pierce, recently returned to his post as engineering supervisor of the Richards-Fitzpatrick stations (WGAR WJR KMPC) after two years abroad as chief engineer for OWI in Africa and Europe. In a memorandum dated Nov. 9, 1944, he reports that he was one of a party who on Oct. 25 witnessed a television demonstration at the invitation of Rene Barthelmy, chief engineer of the Compagnie de Compteures of Paris.

Mr. Barthelmy, in an interview in Paris cabled last Friday, asserted that "thousand-line television is perfectly feasible" and predicted that all nations would go to high-definition transmission. He discounted reports in this country disparaging his system as being based on lack of information and foresaw no insurmountable problems in the immediate manufacture of both transmitting and receiving equipment.

On Small Screen

"The first demonstration was the projection of a 450-line picture onto a small screen approximately 4 x 6 feet," said Mr. Pierce. "Program material was both live and film pickup. Quality was quite good considering the quality of the same picture as viewed on a 12-inch tube. The projection tube is approximately 6-inch in diameter and operated with a current of one milliampere at 35,000 volts, the tube being air cooled. The 450-line picture as viewed on a 12-inch pickup tube appeared to be not quite as good as the 441-line picture I saw at RCA, Camden, two years ago.

"A demonstration was held of the 1050-line system as viewed on a cathode ray tube of 15 inches diameter. The picture was extremely good, the definition in contrast being excellent. At a distance of six or seven feet from the cathode ray tube the quality of the picture was quite comparable with that of home movies. The 450-line was somewhat better than a newspaper picture, but distorted by the stroboscopic effects, while the 1050-line picture was not quite as good as a fine-line magazine print. The same type of iconscope was used on both. All transmissions were by wire. Engineers stated the band width required for the 'high-definition' system was between 12 and 15 mc . . ."

Francis McLean, BBC engineer, in a report dated Oct. 15, 1944, describes a similar demonstration in the same laboratory. On the 450-line projection he reports, "the quality of the projection was quite good, and as nearly as I can remember, comparable with that from Alexandra Palace." The 1050-line picture, he said "was extremely good definition and contracts were very good, even up to the corners."

Segal Returns

LT. COMDR. Paul M. Segal, on leave as senior member of the Washington law firm of Segal, Smith & Hennessey, has returned to this country following nearly a year of service in the South Pacific. On active duty since March 4, 1942, Comdr. Segal last February had requested foreign duty and was assigned to the Pacific theatre, specializing in communications. He is expected to be place on inactive duty shortly after the first of the year, and will return to his law firm in Washington.

Comdr. Segal

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:
CALIFORNIA: Long Beach; The Town House, Los Angeles
NEW MEXICO: Albuquerque
OHIO: Dayton-Biltmore in Dayton
TEXAS: Abilene, El Paso, Longview, Lubbock, Plainview
MEXICO: The Palacio Hilton in Chihuahua
C. N. Hilton, President, Hilton Hotels.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Man to organize and develop radio department upstate New York agency. Splendid opportunity for good salesman with sound radio sense. Give complete details including salary. Box 943, BROADCASTING.

Engineer with first class ticket wanted by regional in pleasant southeastern city. $40 for 40 hours. Details first letter, please. Box 958, BROADCASTING.

Announcer—Any class operator license. Experienced capable handling news and recording shows. Excellent opportunity for dependable man as chief announcer. Straight salary, 40 hour week, no overtime. 250 watts, small town, non-defense area. Rocky Mountain west. Box 966, BROADCASTING.

News writer, by divisional headquarters of major network. Must be experienced in radio news writing or have full background of newspaper or press association rewrite experience. Either with or without news announcing experience. Box 967, BROADCASTING.

HOW ABOUT YOUR FUTURE? OUR FUTURE IS BEING ONE OF AMERICA'S PRESTIGE RADIO STATIONS ALREADY IN FM WITH TELEVISION TO BE OPERATED AGAIN AFTER WAR. ORGANIZATION EXPANDING ACCORDINGLY. PROMOTION & PUBLICITY DIRECTOR WISHES TO PASS ON RESPONSIBILITY IN OPERATING DEPARTMENT OF THREE EXPERT ADVERTISING WOMEN TO YOUNG MAN WHO MUST HAVE EXECUTIVE POTENTIALITIES. IF YOU DON'T KNOW PROMOTION & PUBLICITY, BUT KNOW RADIO, THIS MAY BE YOUR STEPPING STONE TO ONE OF BROADCASTING'S MOST INTERESTING PROFESSIONS! IF YOU ARE EXPERIENCED, ALL OF YOUR ADVERTISING KNOW-HOW WILL GET WORKOUT, AND WE DON'T MEAN MAYBE! LOCATION IS IN MIDDLE-WEST GARDEN SPOT OF 500,000! WHAT KIND OF PROMOTION JOB CAN YOU DO ON YOURSELF? WRITE 979, BROADCASTING.

TOP-NOTCH ANNOUNCER FOR STAFF WORK ON PRESTIGE CBS BASIC STATION IN HEART OF AMERICA. ALREADY OPERATING FM ASSOCIATE STATION. EXPECT TO RETURN TO TELEVISION AFTER WAR. HERE IS EXTRAORDINARY OPPORTUNITY FOR DEPENDABLE EXPERIENCED MAN WITH EYE TO FUTURE. SEND COMPLETE DETAILS ABOUT SELF INCLUDING DRAFT STATUS, EDUCATION, PHOTO. WRITE BOX 980, BROADCASTING.

Wanted—By midwestern manufacturer radio transmitters and associated equipment, several junior project engineers qualified to supervise or assist development of transmitters, speech input systems, control apparatus, and similar items. Salary average $2500 per year, give full details first letter. Box 982, BROADCASTING.

Wanted—A good, dependable and capable announcer with at least two years experience in announcer-control operation. News, commercial and sustaining programs. If you want a good job with a solid Blue Network station in the east state full particulars in detailed letter. Write to Box 987, BROADCASTING.

WANTED

Salesmen, capable of filling Sales Manager's job. Salary plus override.

Blue Network Station In New England.

Box 999 BROADCASTING

Help Wanted (Cont'd)

Announcer wanted for good position on Florida station. Must be experienced and must know RCA board. Contact Jack Rathbun, Beekman Tower, New York City, Dec. 18-Dec. 21.

If you are a good, all-round announcer and familiar with RCA equipment, we can use you immediately. Excellent opportunity and good salary for the right man. Forty-eight hour week with time and a half over forty hours. This is a growing organization and a big station. If you are the man tell us about your experience and when you can join us. Address Box 3, BROADCASTING.

Wanted—Experienced announcer on 250 watt, midwest, CBS station at once. Box 4, BROADCASTING.

Wanted—First class operator for transmitter and studio maintenance. Good salary and working conditions. Permanent. Box 8, BROADCASTING.

Salesman, copywriter, contact man. Liberal salary-commission for dependable man with car. Good deal for reliable plugger. No high pressure or fly-by-nights. After January first. KIUP, Durango, Colorado.

Wanted—First or second class operator—1 kw Blue station. Excellent opportunity. Pleasant working conditions. State salary. WTJS, Jackson, Tennessee.

Control operator—Studio, recording and remote experience required. Give experience, salary and draft status in first letter. WFBL, Syracuse, N. Y.

Transmitter operator, radio telephone first required. NBC affiliate, 5,000 watts. Write complete details to Phil Hedrick, WSJS, Winston-Salem, N. C.

Experienced announcer for 1 kw station. Splendid opportunity for the right party. Give experience, references, draft status, complete story in first letter of application. G. P. Richards, WHBL, Sheboygan, Wisconsin.

If you are a salesman with a record of a job well done, there is an interesting opportunity for you at WHOT, South Bend's new station. Blue affiliation, capable program department, excellent news and transcription services, fine prospect list, and a pleasant city in which to live are part of the new picture for the one who can show he has what it takes. Write to Harry Burdick, WHOT, South Bend 4, Ind.

Immediate position available for combination man holding first class license telegraph. Telegraph collect station KFJI, Klamath Falls, Oregon.

Announcer, experienced only. 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devils Lake, N. Dak.

Wanted—Licensed engineers for new midwest station going on air soon. Please submit full particulars in first letter. Write Box 991, BROADCASTING.

Sales Manager—Expanding transcription company with top ranking programs has exceptional opportunity in New York City for aggressive man acquainted with the advertising agencies and radio stations to sell recorded shows. Drawing account to right man. Will be in New York at the Waldorf-Astoria to Dec. 21st. Write Morton Jacobson for interview.

Wanted—News rewrite man from midwest who knows news. Radio experience desirable but not necessary. Send complete information at once to M. L. Nelsen, Acting Manager, News Department, WHO 7, Des Moines.

Situations Wanted

Thoroughly experienced announcer-newscaster. $50 minimum. Midwest. Box 990, BROADCASTING.

Woman, college graduate, background announcing, acting, writing, directing. Third class license. Interested southern station. Box 993, BROADCASTING.

Available. Third class operator and announcer. 25 years old. Draft exempt. Satisfactory service record. Experienced. Box 994, BROADCASTING.

Topnotch salesman. Here is a young man with a solid decade of selling experience with leading reps. Desires connection with future as time salesman in New York area. Box 995, BROADCASTING.

Experienced, capable station program-production director writer, 14 years network and independent stations. Been originating and broadcasting own shows. Seeks permanent affiliation on progressive station, eastern states preferred. Excellent references, married, draft exempt, non-drinker. Now available. Box 997, BROADCASTING.

Engineer, first class license, eleven years experience in all departments. Have good voice and experience as chief announcer. Box 1, BROADCASTING.

Announcer-program director. Eleven years exnerience in all broadcasting phases. Also have first class operator's license. Box 2, BROADCASTING.

Station manager and/or chief operator available. Age 33, 2A draft, four children. First class license, above average radio voice, enviable sales record, business background. A young family man, conscientious and versatile, will consider all offers in view of permanency of this move after 13 years. Would buy small interest in station. Prefer west or middle west. Box 6, BROADCASTING.

Executive wants to remain in radio. Limited expansion in present position prompts desire for change. Age 44, 6 ft., neat appearance. Background: successful, department store executive, auto executive (retail and factory), newspaper and radio account experience, interested in sales direction large station, management small station, is a money maker. If you have good money making proposition would consider reasonable starting salary anywhere. Box 7, BROADCASTING.

Experienced metropolitan salesman available now. Age 45, married, one child, finest references. Write or wire care Box 9, BROADCASTING.

All-round experienced announcer. Single, draft exempt, 22 years old. Available immediately. Sportsman play by play. Box 988, BROADCASTING.

Program director. Thoroughly experienced, conscientious veteran wants permanent program or production manager's berth. Thirteen years local and network announcing, programming, production in east and midwest. Draft exempt. Box 964, BROADCASTING.

Experienced transmitter-studio technician. Midwest desired. Permanent. Box 981, BROADCASTING.

Announcer—Useless as warts on a toad. Lazy, indolent, amiable, friendly, terrific liar. Just married and wife insists on eating. Offer that makes her happy gets an experience man. Box 983, BROADCASTING.

Accountant—Now heading department in large business office, desires to return to radio because of wide experience as announcer, writer, traffic manager. College trained in accounting, languages, music. Capable handling accounting, payrolls, payroll taxes, assist program director. Married, children, draft exempt. Box 985, BROADCASTING.

Desire change to large city. Presently employed as chief announcer, production manager. Nine years experience all phases live wire. 29, single, honorably discharged. Write full particulars. Box 986, BROADCASTING.

Situations Wanted (Cont'd)

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Wanted to Buy

Wanted to buy—Modulation and frequency monitors, turntables, speech input console. Prefer RCA equipment for 250 station. Box 984, BROADCASTING.

Vertical raditor wanted. 250 feet or higher. Cash. Box 5, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted to Buy—One type 72-C recording attachment complete with cutting head and feeding mechanism. Wire or write WISR, Butler, Pa.

For Sale

Surplus broadcasting and electronic equipment available from cancellations, warehouse stocks, and private sources. Transmitters, amplifiers, structural steel, tubes, transformers, accessory equipment and general components. Current weekly listing compiled by Research, sold to restricted clientele. $5.00 weekly, six months minimum subscription. For contract write Box 992, BROADCASTING.

Playback, Presto, model "L" with carrying case, slightly used. Box 996, BROADCASTING.

For sale—Mobile equipment in 1937 Buick Century Eight as follows: Collins model 32G—40 watt transmitter, Gates-G70 speech amplifier complete, two channel mixer, Permax Telescoping antenna with mount, Onan model 10 LS-1000 watt power plant, transceiver laboratories pack transmitter. Sell as unit or separately. Make us an offer. WPAD, Paducah, Kentucky.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
JANUARY 8
6 Weeks' Day Course
JANUARY 9

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

VETERANS: accepted if qualified under G. I. Bill of Rights.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

WANTED

CONTROL or COMPLETE OWNERSHIP of—

250
WATT
STATION

PREFER SMALL TOWN

ALL REPLIES CONFIDENTIAL

BOX 998

BROADCASTING

FCC Adopts Sponsor Identity Rule

'Paid For' Clause Is Out Of Compromise Regulation

PRECEDENT was established when the FCC last week adopted a rule interpreting provisions of Sec. 317 of the Communications Act of 1934, with amendments, governing identity of sponsorship. The regulation (Sec. 3.409), as formally approved on Tuesday, was the result of conferences between members of the FCC Law Dept. and NAB counsel, first to be held on any pending issue in years.

Stating that the "purpose of the rule is to serve as a guide to stations of their duties and obligations to disclose to the public the fact that a program is or is not paid for and, if paid for, the source of such payment," the Commission adopted, with only minor changes, a rule agreed upon by counsel of the FCC and NAB [BROADCASTING, Nov. 20].

No Change in Commercials

In its public announcement the FCC emphasized that the new rule does not effect any change in better broadcasting practices and that it does not require any change in the form of commercial announcements now in use. It does not require the "use of any specific words to disclose the fact that a program has been paid for but merely requires some unmistakable indication that the program is sponsored and by whom."

In that connection broadcasters won a victory. Of 96 letters filed with Philip G. Loucks, special NAB counsel, and of some 15 presented to the Commission, the major complaint was a provision in the original draft, as proposed by the FCC, interpreted by many lawyers as making it mandatory to announce that a program was "paid for" [BROADCASTING, Oct. 9, Nov. 13].

Aimed at political broadcasts, source of some complaints during the last campaign, one section of the rule requires an announcement at both the beginning and end of such programs and those involving the discussion of public controversial issues. The announcement must disclose that the "program has been paid for or furnished to the station" and must "fully and fairly" disclose the "true source of such payment", according to the FCC public notice.

In the case of ordinary commercial programs only one announcement is required. The rule recognizes that mention of a product or sponsor in spot announcements is sufficient identity.

When President J. Harold Ryan of the NAB appointed Mr. Loucks special counsel [BROADCASTING, Oct. 30], broadcasters were urged to submit their recommendations. Mr. Loucks carefully sifted each of the 96 letters and began his series of conferences with members of the Commission Law Dept. Meanwhile two requests for postponement of the original deadline for filing and hearing date were granted, marking the first time in years that the Commission had given such recognition to the NAB. During the tenures of Chairman James Lawrence Fly of the FCC and President Neville Miller of the NAB, relations between the Commission and the Association were strained.

In mid-November the NAB sent copies of the proposed revision, agreed upon by the FCC and NAB counsel, to members. Because of the closely coordinated work of Mr. Loucks, and the cooperation of Rosel H. Hyde, assistant general counsel of the Commission in charge of broadcasting and Harry M. Plotkin, assistant general counsel in charge of litigation, no oral arguments were necessary. Only one broadcaster filed for an appearance and he withdrew before deadline.

Following adoption of the rule last week President Ryan issued this statement:

The adoption of the revision of 317 by the FCC is extremely gratifying. Not only do we believe that the amended rule as approved by the Commission marks a distinct improvement in the matter of program announcements, but we are deeply gratified for the opportunity which it afforded NAB to cooperate with FCC in a matter of such vital importance to the broadcasting industry's operation in the public interest. We hope that this manifestation of a cordial and understanding relationship between the Government's regulatory agency and the industry's trade association may be more fully developed.

SPONSOR IDENTITY RULE TEXT

TEXT of the FCC regulation (Sec. 3.409) governing identity of sponsorship follows:

ORDER

WHEREAS, the Commission on Sept. 26, 1944 announced a proposed rule relative to the announcement of sponsored programs as required by Sec. 317 of the Communications Act of 1934, and

WHEREAS, certain suggested revisions of the proposed rule have been filed by different broadcasters and their representatives; and

WHEREAS, after due consideration of the proposed rule and the suggested revisions, the Commission is of the opinion that public interest, convenience and necessity will be served by the adoption and promulgation of the following rule:

Section 3.409—Sponsored Programs, Announcement of:

(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

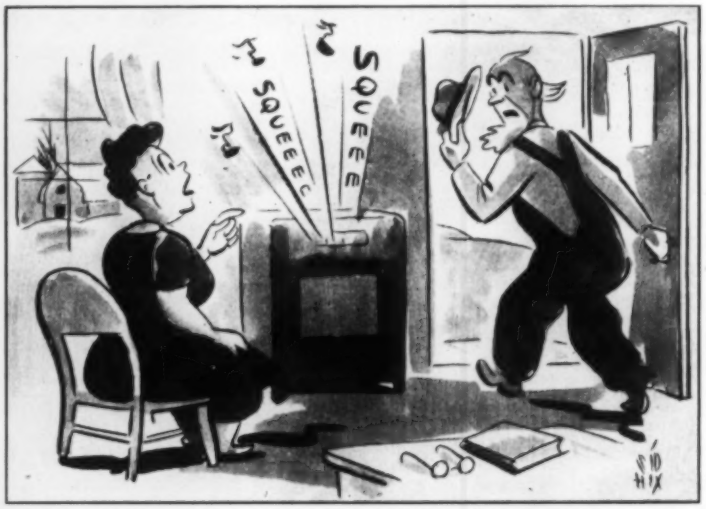
(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; *provided*, however, that only one such announcement need be made in the case of any such program of five minutes duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this Section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished by a corporation, committee, association or other unincorporated group, the announcement required by this Section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the Board of Directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this Section and only one such announcement need be made at any time during the course of the program.

NOW, THEREFORE, IT IS HEREBY ORDERED, this 12th day of December 1944, that the foregoing rule BE, AND IT HEREBY IS, ADOPTED.



Drawn for BROADCASTING by Sid Hix

"That Squeal Ain't the Pigs, Paw! You Forgot to Drop Another Nickel in This Newfangled Subscriber Radio!"

Needs of Military Lift Radio Output

Production, Labor Factors Will Undergo Inquiry

INCREASED military electronics requirements of 12 to 18% since Oct. 1 and anticipated emergency orders calling for additional volume early next year will necessitate production at the rate of $250,000,000 a month by March 1, members of the Radio & Radar Advisory Committee have been told by WPB.

Ray Ellis, recalled as acting director of the Radio & Radar Division during illness of Director L. J. Chatten, promised the Committee, at a recent meeting with the Board, that a survey of the industry to establish a factual background covering production, manpower and other factors bearing on the electronics program would be started immediately.

Labor Shortage

The Committee had urged that WPB and WMC confer with the view to maintaining present manpower and obtaining additional workers in the near future, if a serious labor problem confronting the industry is to be averted. It was also suggested that new Army and Navy orders be filed as early as possible, at least prior to March 1.

Hiland G. Batcheller, WPB Operations vice-chairman, congratulated the industry on its past achievements in the face of complicated production and manpower problems and changes in design of equipment. He expressed the conviction that current schedules would be met.

●ADVERTISING MUST PACE PROGRESS

Reprinted with permission of Chicago Tribune—New York News Syndicate, Inc.

Little Orphan Annie

Put MILLIONS of Salesmen to Work!

WHEN Little Orphan Annie first went on the air for Ovaltine in 1931 (via: Blackett-Sample-Hummert), she brought with her a sales technique new to the networks. She offered premiums for box tops and dimes, and thus overnight put millions of children to work as salesmen for Ovaltine. Little Orphan Annie materially shortened the gestation period of advertising results. Her idea was- *Tops!*

ADVERTISING Must Again Speed Sales in the DISTRIBUTION DECADE!

ACTION will be the keynote of the Distribution Decade—after Victory. Products will have to move fast between factory and consumer to keep life-giving dollars flowing through the Nation's bloodstream. And on Advertising and the men who administer it will rest much of the burden of increasing the commercial tempo!

For when Peace comes, there will be an abundance of productive facilities, of manpower, of money for buying machinery and materials. The problem will be to distribute merchandise in quantities great enough to keep this vast industrial system operating. Experts estimate that this will require an increase of at least 40% in consumption over pre-War levels!

Agency men everywhere are applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is the Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION